

## FOR IMMEDIATE RELEASE

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## Open Call for Artists of All Mediums for Berkeley District's *Art in the Park* at the *Tenn-Low Turismo*

*Denver's emerging Berkeley District Merchants Association announces its Art in the Park call for entries*

Denver, CO June 18, 2009 – *Art in the Park* at the *Tenn-Low Turismo* is a day-long celebration of the arts culture in the Berkeley neighborhood in northwest Denver at Cesar Chavez Park at 41<sup>st</sup> and Tennyson, slated for Saturday, August 29, 2009 from 10:00 a.m. - 4:00 p.m. and is accepting artist entries. All artists – novice and professional including but not limited to: Paint, pastel, pen and ink, charcoal, photography, sculpture, clay, pottery, jewelry, crafts, art will be considered.

Artists may choose between fence space or booth space to display their art. The booths will be set up in the park adjacent to interactive art projects for attendees and food and drink. The fence for hanging art is 4,000 feet long, wraps around the park and can display 100 artists.

### Awards:

There will be two awards: *Best in Show* as voted by the Berkeley District Merchants Association (BDMA) board and *People's Choice* as decided by the event attendees. Judging will occur the day of the event and the winners will be announced at 3:30 p.m. BDMA judges will review each piece based on creativity, conceptual execution and construction. The artist with the highest marks from the BDMA and the event attendees will each receive press, a ribbon, and a Taste of Berkeley package (value \$1,000).

### Cost & Registration:

- Booth and fence registrations accepted on first-come, first-serve basis until August 21, 2009.
- Fence 8' x 4': June registration \$40, July registration \$50, August registration \$60.
- Booth 10' x 10': June registration \$150, July registration \$160, August registration \$170.
- Registration forms at: [www.theberkeleydistrict.com](http://www.theberkeleydistrict.com) or in person at Clotheshorse, 4232 Tennyson Street, Denver, CO 80212
  - o Registration covers advertising, any press coverage, port-o-potties, etc., and a donation to the event's charity

### Rules:

Please keep in mind that this is a family event. *Art in the Park* reserves the right to have inappropriate art removed from the event. Event will occur rain or shine, there will be no refunds. Artist will be responsible for collecting sales tax and accepting payment if selling art; hardware for hanging art; booth, table and chairs if applicable; signage for sign/booth and art labeling. Artists may paint onsite at the event.

A portion of the events' proceeds will be donated to The Delores Project, a nonprofit organization that provides safe, comfortable overnight shelter and services to unaccompanied adult women who are homeless and have limited resources.

For additional information on the *Art in the Park* at the *Tenn-Low Turismo*, contact Susan Hoffer or visit [www.tennlowturismo.com](http://www.tennlowturismo.com).

### **About Art in the Park**

*Art in the Park* will feature various types of art, both in the form of stage presentation, interactive stations and displays. There will be live music, food and drink, activities such as face painting, and caricature artists. There will also be activity stations for adults and kids to test their artistic abilities.

The Berkeley District Merchants Association is sponsoring *Art in the Park* to bring together local merchants, artists and the neighbors to celebrate the area's established, yet ever-changing arts culture and its diverse and growing shops, services and dining.

### **About Tenn-Low Turismo**

*Tenn-Low Turismo* is a scavenger hunt throughout the participating stores on Tennyson and Lowell in the Berkeley neighborhood. Attendees can register online or at Cesar Chavez park at 10:00 a.m. the morning of the event. After receiving their passports at check-in, the hunt begins. There will be an award for the festival attendee with the best costume (pets included), the Turismo participant who completes the hunt the fastest, and the participant who completes the hunt with the most points (more points are earned if a purchase is made in a store). In 2008, 40 Berkeley merchants participated and more than 200 people took part in the scavenger hunt. 2008 *Turismo* attendee Amy Wallace described the event as, "Wonderful, brilliant way to see the community."

### **About Berkeley District Merchants Association:**

Berkeley is an emerging business district and established arts haven with a variety of shops, galleries and eateries. Berkeley District Merchant members border 35th Avenue to 52nd Avenue, Lowell Blvd. to Tennyson Street in Northwest Denver. Berkeley is most recently famous for its *First Friday Art Walks on Tennyson*, bringing in 2-3,000 people once a month for the food, wine, art and shopping. More information on available at [www.berkeleydistrict.com](http://www.berkeleydistrict.com).

### **About The Delores Project:**

The Delores Project is a nonprofit organization that provides shelter and services to unaccompanied homeless women with limited resources. This year The Delores Project will ensure that nearly 500 women who are experiencing homelessness in Denver will have a safe place to lay their heads at night. The Delores Project is named in honor of Delores Big Boy, a Lakota woman who frequently lived on the streets and sought aid from various Denver agencies. Unfortunately she fell through the cracks of the system and died in 1999. The organization is helping homeless women in her memory. More information on The Delores Project available at [www.thedeloresproject.org](http://www.thedeloresproject.org).

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