



Discover Emerging Artists in
Downtown Bracebridge

**MEDIA RELEASE
FOR IMMEDIATE RELEASE**
April 27, 2011

Attention Woodworkers, Jewellers, Sculptors: Call for Entry Extended!

BRACEBRIDGE, ON – The Town of Bracebridge, along with partners Muskoka Arts and Crafts and Muskoka Small Business Centre are pleased to announce that the deadline to apply to Art in the Heart has been extended to May 14th, 2011. Art in the Heart is a juried outdoor art market that takes place in the alleyways and public spaces along Manitoba Street on Saturdays and Sundays from July 9 until August 7.

“We’ve had great response thus far, but there’s still room for more artists,” said Cheryl Kelley, Economic Development Officer for the Town of Bracebridge. “All new and emerging visual arts are eligible to apply including woodworkers, jewellers, fibre and mixed media artists, sculptors, potters, painters, and photographers. In fact the broader the mix, the better.” Kelley went on to add that “Art in the Heart has proven to be a great way for “undiscovered artists” to gain valuable public exposure and we’re hoping to have even more artists participate than previous years.”

One of the most unique components to the Art in the Heart program is the business support that the artists receive. David Connell, Managing Consultant for the Muskoka Small Business Centre said, “We are able to provide these new and emerging artists with coaching and guidance in submitting their applications. Once approved, artists will be exposed to a customized workshop to ‘ready’ them for presenting themselves and their art to the public. The response to these training sessions has been very positive.”

The detailed Call to Entry is available on the partners’ websites as well at www.artintheheartbracebridge.com. Applicants must be permanent or seasonal residents of Muskoka. For additional information please contact the Economic Development Department 705-645-5264 or Muskoka Arts and Crafts, 705-645-5501.

- 30 -

For further information contact:

Cheryl Kelley, Director of Economic Development
705-645-5264
www.bracebridge.ca

Elene Freer, Curator, Muskoka Arts & Crafts Inc.
705-645-5501
www.muskokaartsandcrafts.com

Deena Brock, Managing Consultant, Muskoka Small
Business Centre
705-646-9021
www.muskokaenterprisecentre.com



About Art in the Heart: In 2008, Art in the Heart was launched as a two-weekend pilot with 15 artists. In 2009, 21 artists displayed their works over six weekends with the programming growing in 2010 to include 23 artists. Participants in the program receive business training as well as the opportunity to showcase and sell their work in the alleyways and public spaces along Manitoba Street in Bracebridge. In addition to offering an opportunity for new artists, another the goal of the partners, Town of Bracebridge, Muskoka Small Business Centre and Muskoka Arts and Crafts, is to create a new static attraction for Bracebridge where visitors are encouraged to come downtown to check out the changing artist line-up every weekend. More information on the program is available at www.artintheheartbracebridge.com.