



Discover Emerging Artists in
Downtown Bracebridge

**MEDIA ADVISORY
FOR IMMEDIATE RELEASE**
July 22, 2011

Dignitaries to Tour Art in the Heart

Bracebridge, ON – On Saturday July 23rd, MP Tony Clement, MPP Norm Miller and Mayor Graydon Smith will join the organizers of Art in the Heart in an “art-walk” to learn more about the Art in the Heart Program and to meet the various artists. July 23rd and 24th are the most active weekend for Art in the Heart with 10 artists displaying and selling their work along the street and in alleyways in Downtown Bracebridge.

Date: Saturday, July 23, 2011

Time: 9:00 a.m. – 10:00 a.m.

Location: Chancery Lane/Manitoba Street, Downtown Bracebridge

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For further information please contact:

Cheryl Kelley
Director of Economic Development
Town of Bracebridge
705-645-5264

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