



**MEDIA RELEASE
FOR IMMEDIATE RELEASE
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Woodworkers, Jewelers, Sculptors: All are Welcome to Apply!

BRACEBRIDGE, ONT – 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 20th, 2010. 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 3 until August 1.

“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, jewelers, 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. In addition to the basic training offered to first time participants, two additional modules have been developed to accommodate returning artists. Deena Brock, 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.

This is the third season of Art in Heart. The program was hosted on a pilot basis over 2 weekends in 2008 and for 2009 grew to 6 weekends. This initiative is designed to assist new artists by providing them with an opportunity to showcase their work while at the same time creating a new attraction in the core of Bracebridge.

- 30 -

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About Bracebridge – The Town Bracebridge is Muskoka’s fastest growing urban municipality with a current population of over 15,600 that increases to over 30,000 during the summer months. Bracebridge, “the Heart of Muskoka”, offers citizens unique quality of life through its location in the centre of Muskoka, a world-renowned pristine natural environment. The community has a diversified economic base with numerous educational, social, recreational and cultural resources. The Town is positioned on the 45th parallel, halfway between the Equator and the North Pole, and is recognized as Santa’s summer home.