



**MEDIA RELEASE
FOR IMMEDIATE RELEASE
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Art in the Heart Continues to WOW visitors!

BRACEBRIDGE, ON – With half of the season complete, Art in the Heart continues to be a “must see/must-do” showcase of artistic talent along the streets and alleyways of Manitoba Street. The coming weekend will feature painters (abstract, realism, impressionism, paintings on wood), a sketch artist, photographers, and a graphite sculptor. Added to the visual talent this weekend, will be musical performances by Sharon Bacon and her Music for Young Children performers as well as magician, Joe Scharmann. Performing acts can be caught in downtown Bracebridge from 12-2pm.

Some of the success stories from artists who have participated in the past three weekends include:

- Jeffrey Ramage, a Bracebridge sketch/cartoon artist, who has consistently been busy sketching portraits for many people while they wait;
- Nathan Shortt, a Bracebridge wood worker who creates custom wood-carved products and unique furniture, has sold many of his products and also received a bulk order for his hand-carved pens for corporate gifts;
- Janet Howser, an Utterson sculptor showing her graphite and painted garden dolls for the first time, was so pleased with the results of her first showing that she has booked two more weekends;
- Kevan Murray, a returning Gravenhurst artist from Art in the Heart 2008, has had a very successful couple of weekends showcasing her work that continues to evolve as a result of her continuing studies at Nova Scotia College of Art and Design; and,
- Pat Hillcoat, a Huntsville artist who winters in the US, connected with visitors from her Texas vacation spot that have commissioned a painting of a large Muskoka scene to suit their home in Texas.

Over 20 artists have been accepted into the showcase and are defined as “new and emerging” which according to the program guidelines, “refers to a visual artist who has mastered the basic techniques of an art form and who are attempting to launch a professional career or someone who is taking his or her established career in a new direction.” According to Sandra Beausoleil, Event Coordinator for Art in the Heart, “Our participants are extremely talented and use Art in the Heart as an opportunity to gauge the interest of the public in their work and to gain experience in customer relations”.

The project continues to receive support from the downtown business owners. Gregg Watson, owner of Tiggs Clothiers was impressed with the caliber of musician Sherri Coates who performed last weekend. “Sherri was fantastic! Art in the Heart is terrific. Lots of our customers comment on what a great idea it is – and with talent like Sherri – we should definitely continue to show it off!” said Watson. Sherri will be back to perform August 15 from 2-4pm in front of her store, Beautiful Clothing and Linens.

There are many more artists scheduled to be a part of Art in the Heart in the final three weekends. The hours are Saturdays from 9-5 and Sundays from 10-3. For more information, visit www.artintheheartbracebridge.com. Come and Discover Muskoka’s New and Emerging Artists!

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For further information about:

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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.