



**MEDIA RELEASE  
FOR IMMEDIATE RELEASE  
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## **Performing Artists Added to ART in the HEART**

**BRACEBRIDGE, ONT** – The Town of Bracebridge, along with partners Muskoka Arts and Crafts and Muskoka Small Business Centre are pleased to announce the addition of performing artists to the Art in the Heart program. All performing arts are eligible to apply including dancers, musicians, theatrical performers, magicians, mimes and so on. Art in the Heart is proposed to take place in the alleyways and public spaces along Manitoba Street on Saturdays and Sundays from July 11 until August 23.

“The added performing arts component brings some great variety and entertainment for our visitors to enjoy”, said Cheryl Kelley, the Town’s Director of Economic Development, “Our plan is to create an atmosphere that complements our existing BIA businesses and our visual Art in the Heart participants while at the same time, providing an added attraction to increase the length of time and the amount of money a visitor will spend in Bracebridge”.

One of the most unique components to the Art in the Heart program is the business support that the artists receive. Deena Brock the Managing Consultant for the Muskoka Small Business Centre said, “We have added a specific set of workshops for performers that was developed with great support from members of the Bracebridge Arts Council. The workshops are designed to ‘ready’ the participants in presenting themselves and their art to the public”.

The call to entry is now available on the partners’ websites and applicants must be permanent or seasonal residents of Muskoka. The deadline for Performing Artists’ Entries is April 27, 2009. Performing artists are required to include a demonstration of their art through recording or video and/or be prepared to perform at an audition for the jury.

This is the second season of Art in Heart. The program was hosted on a pilot basis over 2 weekends in 2008 and for 2009 grows to 7 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. The call for entry is available through any of the partners or their websites. Deadline for applications is April 27, 2009. A direct link to the program website is found at [www.theheartofmuskoka.com](http://www.theheartofmuskoka.com), and follow the link on the Art in the Heart logo.

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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 45<sup>th</sup> parallel, halfway between the Equator and the North Pole, and is recognized as Santa’s summer home.