



**MEDIA RELEASE
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Art in the Heart Jury Impressed With Applications

BRACEBRIDGE, ONT – The jury is back! The Town of Bracebridge, along with partners Muskoka Arts and Crafts, Inc., and Muskoka Small Business Centre is pleased to announce that 19 artists have been accepted into the Art in the Heart program. This initiative, designed to assist new and emerging artists by providing an opportunity to showcase and sell their work, will take place in public spaces and alleyways along Manitoba Street in Bracebridge this summer.

Elene Freer, Curator/Coordinator for Muskoka Arts and Crafts indicated that, “Once again, the jury was extremely pleased with the calibre of artwork submitted. We’ve had submissions from many different mediums from painters to photographers, wood workers to beaders, and a sketch artist/cartoonist”. Freer went on to say, “It’s not surprising to us that Muskoka has a multitude of exciting new artists just waiting for an opportunity like Art in the Heart.”

According to Deena Brock, the Managing Consultant of the Muskoka Small Business Centre, “A number things need to happen between now and the first weekend of the show. We have organized two workshops designed to help the artists hone their exhibit and sales skills to ready them to sell to the public. Art in the Heart participants are able to attend for free but the workshops themselves are open to the general public for a fee.” The next workshop will be held on Saturday May 30, 2009.

Art in the Heart organizers are continuing to accept applications for the program. Cheryl Kelley, the Town’s Director of Economic Development said, “This is only our second year of this program and we are thrilled with the level of interest so far. We’ve come to realize that that this sector of the arts community needs a lot of support and guidance when applying for their first show. So we want them to know that applications are still being accepted as long as space is available.”

This is the second season for Art In The Heart. Launched as a two-week pilot in 2008, the program has now been expanded to encompass 7 weekends beginning July 11 and running Saturdays and Sundays until August 23. Art in the Heart happens in the alleys and public spaces along Manitoba Street. The public is encouraged to come out and meet the artists and view their artwork.

More information on the program is available at www.theheartofmuskoka.com and follow the links from the home page.

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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.