



Jury pleased with submissions for Art in the Heart

BRACEBRIDGE, ONT – The jury is back! The Town of Bracebridge, along with partners Muskoka Arts and Crafts, Inc., and Muskoka Small Business Centre are pleased to announce that a total of 14 artists have been accepted into the Art in the Heart program. This initiative, that received approval from Town Council on June 18th, is designed to assist new and emerging artists by providing an opportunity to showcase their work while at the same time create a new attraction in the core of Bracebridge.

Elene Freer, Curator/Coordinator for Muskoka Arts and Crafts indicated that, “The jury was extremely pleased with the caliber of artwork submitted. We’ve had submissions from a number of painters, a felt maker, a sculptor and a lithographer”. Freer went 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.”

Cheryl Kelley, the Town’s Director of Economic Development agrees, but went on to point out “There’s always room for more! Some artists have indicated that they missed the tight deadline for submissions. So we want them to know that applications can still be reviewed.”

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 are organizing a workshop to help the artists hone their exhibit and sales skills to ready-them to sell to the public.”

In April of this year, the District of Muskoka declared Muskoka to be a “Designated Arts Community”. In support of this declaration, the Town of Bracebridge, with support from Muskoka Arts & Crafts and Muskoka Small Business Centre, is launching a new arts initiative. Entitled ART in the HEART, this program will focus on providing new and emerging artists with a venue to display and sell their works. It will take place on two consecutive weekends in August of 2008 (August 16/17 and August 23/24) and will happen in the alleys and public spaces along Manitoba Street. Plans are already underway to see the event expand in 2009 to include every weekend from early June until mid September.

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.