

MEDIA RELEASE

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Arts Fair on the Square Application Deadline: April 15, 2011

Bloomington, Indiana: Artists, join us for the 31st Annual Arts Fair on the Square. Apply now; the application deadline quickly approaches! The Bloomington Playwrights Project invites national and local artists to participate in this juried art show featuring over 60 regional and national artists and craftspeople. Applications should be post-marked by April 15, 2011 or delivered to the Bloomington Playwrights Project at 107 W 9th St. Bloomington, IN 47404.

Arts Fair on the Square will take place on **June 18, 2011 from 10am to 6pm** on the picturesque grounds surrounding the Monroe County Courthouse in downtown Bloomington, Indiana. The mission of Arts Fair on the Square is to showcase fine art and craft of the highest quality, connect artists with the art-buying community, and promote commitment to the arts through a variety of interactive arts experiences.

Arts Fair on the Square is a program of the Bloomington Playwrights Project, who is thrilled to take over this Bloomington tradition. Arts Fair on the Square runs in conjunction with the Taste of Bloomington, which offers sampling opportunities from over 35 local and regional restaurants, special music and children's activities. Together Arts Fair on the Square and the Taste of Bloomington draw thousands of visitors to downtown Bloomington to experience the finest that visual arts and cuisine have to offer. Now joined with the BPP, Arts Fair on the Square has the opportunity to reach an even wider audience and achieve record attendance.

The Bloomington Playwrights Project seeks to improve attendance by significantly **increasing the event's marketing budget** and **maximizing cross-promotion** with local business and events in downtown Bloomington, a town known for its diversity and strong arts community. The BPP is working with Taste of Bloomington to advertise for both events with multiple billboards, newspaper advertisements, feature stories, announcements in national arts magazines, regional target-marketing, and yard signs. The Bloomington Playwrights Project is also excited to collaborate with the Bloomington Convention and Visitor's Bureau, Farmers Market, and Fourth Street Festival.

But wait – there is more! In addition to providing a venue for artists to showcase and sell fine art and crafts and supporting local businesses and events, the 31st Annual Arts Fair on the Square will also feature art activities for children, artist demonstrations, and performances from local artists such as the Bloomington Community Band, Windfall Dancers, Different Drummer Belly Dancers, and The Silk Road Ensemble. The 31st Annual Arts Fair on the Square will hands down be the best yet! For more information about the fair, submission guidelines, and to download an application, please visit our website at www.artsfair.org.

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