



## MEDIA RELEASE

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*The Bloomington Playwrights Project (BPP) strives to be a leading artistic force in the production and encouragement of new plays. The BPP provides opportunities for development, education, and production for promising and established writers and theatre artists in a professional environment.*

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### Arts Fair on the Square Call for Artists

*Bloomington, Indiana:* The Bloomington Playwrights Project invites national and local artists to participate in the 31st Annual Arts Fair on the square, a juried art show featuring over 60 regional and national artists and craftspeople. This year's fair will take place on **June 18, 2011 from 10am to 6pm** on the picturesque grounds surrounding the Monroe County Courthouse in downtown Bloomington, a town known for its diversity and strong arts community. 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. Producing artistic director Chad Rabinovitz says, "The BPP has been expanding exponentially over the past year to support artists in as many ways possible, including renovating the Bellevue Gallery and inviting 15 new arts organizations into our space by offering the most affordable rental rates in town. As soon as I heard that the BAAC was no longer able to put on Arts Fair on the Square and that its future was in jeopardy, it just made sense that we should step up and contribute to the artistic community. I'm positive it's something that we can do well, making significant improvements on the past, and furthering our mission to foster the careers of artists."

It's about time the Arts Fair and BPP cross paths as they were created almost simultaneously in 1979, both serving the Bloomington community now for 31 years. The BPP will make improvements over past years that will most notably include an **increased marketing budget** to help increase attendance and sales.

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 Bloomington Playwrights Project, Arts Fair on the Square has the opportunity to reach an even wider audience and record attendance. Be sure to get your application in early in order to secure a space and be more likely to receive your preferred booth; requests are taken into consideration on a first come basis. The submission deadline for exhibiting artists is April 15, 2011. For more information about the fair, submission guidelines, and to download an application, please visit our website at [www.artsfair.org](http://www.artsfair.org).