



April 29, 2010

Dear Rt15 Member,

I would like to invite you to participate in the Rt15 ByWay of the Arts Exhibit at Landis House, 67 N. 4th Street in Newport. The exhibit will open on June 11, 2010 with a reception from 6 – 9 p.m., which will include live demos from Rt15 artists, as well as good food, wine, and music. The exhibit will continue through August 20, and Landis House is open to the public Wednesdays and Fridays from 1 – 5 p.m.

The exhibit is open to all members of Rt15 Byway of the Arts. If you know of someone who is interested in participating, but is not yet a member, please direct them to me so that I can expedite their application process.

There are two categories for participation in the exhibit, artist exhibitor and member destination. The first includes all of Rt15's individual artists who are interested in submitting a piece of art for display. The second includes all Rt15 destinations, including art galleries, museums, restaurants, and bed and breakfasts. Although participation differs between categories, both are equally important in demonstrating the variety and quality that await the Rt15 ByWay traveler. There will be a small hanging fee of \$10 for artist exhibitors. Also, any work sold will be subject to a 30% commission fee from PCCA. Below is more information about how each category can participate in the exhibit:

Artist Exhibitors:

- Submit one piece of art, with size limit of 16"x20"
- Submit business cards and/or other literature for display along with artwork
- Include a 4"x6" artist photo, brief biography and statement about your work, as well as a sales price (in your biography, please include where your work can be purchased)
- If possible, attend opening reception to answer questions about your work and/or demonstrate (if interested in demonstrating, please contact me by Friday, May 14)
- Exhibit postcards will be available for participating artists to distribute; these postcards will double as entry forms for a Rt15 gift basket giveaway

Member Destinations:

- Submit any brochures or other literature, as well as photos or posters for display
- Coupons or special offers for those who attend the exhibit may also be included
- If possible, attend opening reception to answer questions about your destination
- Exhibit postcards will be available for participating member destinations to distribute; these postcards will double as entry forms for a Rt15 gift basket giveaway (contact information gathered will be shared after the close of exhibit)

Enclosed you will find a form that details participation and submission specifications. Please contact me at 717.567.7023 or Maggie@perrycountyarts.org if you are interested in participating or if you have any questions. ***Please Email or call me with your intent to participate by Friday, May 14. The deadline for submission will follow two weeks later on Friday, May 28.*** I would appreciate if the work could be dropped off at Landis House; however, it is important that you call first to ensure that someone is here to accept your work. If this is not possible, please let me know so that other arrangements can be made.

I am excited for the exposure this exhibit will bring to Rt15 as a whole, as well as our artists and member destinations. I look forward to hearing from you.

Yours truly,

Maggie Frank-Pascoe, Artisan Trail Manager



Perry County Council of the Arts PO Box 354 Newport PA 17074-0354
PCCA Gallery: One S. Second Street, on the square in Newport
Landis House & Offices: Sixty-seven N. Forth Street, in Newport
phone 717.567.7023 email: pcca@perrycountyarts.org www.perrycountyarts.org

