

FOR IMMEDIATE RELEASE
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Art Works hosts volunteer event and community update

DULUTH, MN—Community members interested in getting involved in a regional effort to bridge artists, business people and the community are encouraged to attend an informational and recruitment session November 12. Art Works is hosting an informational session about this community initiative designed to improve economic prosperity for our region through inspiring innovating collaborations between arts and business. Art Works is planning an arts-business expo for mid-March 2008.

The information session runs Mon. Nov. 12 from 11:30 until 1:30 at the DAC Deli West located at 320 W. Superior St. in Duluth. Refreshments will be provided. This will be an opportunity for the dozens of volunteers that have already expressed interest, to meet and be updated on Art Works' progress to date. New volunteers are welcome.

“The excitement behind Art Works is growing exponentially,” said Nikki Townsend volunteer coordinator and owner of Tinderbox, a new arts-related business. “We are continuously hearing from people that want to get involved and learn more about Art Works. This event gives us the opportunity to bring volunteers and recruit additional help which will be needed to make this event successful.”

Art Works, one of five teams of the Knight Creative Communities Initiative, aims to engage the arts community and business sector in collaborative efforts to spur greater economic prosperity in the region. On March 14, 2008, a Regional Art Exhibition, networking and Art Works Expo is scheduled to take place at Lake Superior College. The two day event will bring artists, business people and community members together to learn how collaborating on each other's skills and talents can have individual and regional economic benefits. Currently, Art Works members are researching and visiting 5 communities where similar efforts have had phenomenal economic success. The research gathered will be the base of the Expo schedule which will be released later this year.

To date, Minnesota Power, Como Oil & Propane and the A.H. Zeppa Family Foundation have signed on as Gold Sponsors. The Duluth Art Institute, The JPG Group, Northland's NewsCenter, Red Rock Radio and the Area Partnership for Economic Expansion (APEX) have also signed on as sponsors of the event.

Volunteers interested in getting involved but are unable to attend the event should contact Nikki Townsend at 727-8042 or tinderboxshop@hotmail.com.

The Knight Creative Communities Initiative is a venture that aims to pull together the ideas and talents of all parts of the community in building a more attractive environment for economic growth. The KCCI was initiated and funded by the John S. and James L. Knight Foundation and the Duluth Superior Area Community Foundation and works with the Creative Class Group and 31 citizen Catalysts.

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