

FOR IMMEDIATE RELEASE  
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### **Registration open and agenda set for Art Works! conference**

DULUTH, MN— ART WORKS!, a first-ever conference designed to activate a creative economy in the Twin Ports, is excited to release the agenda for its opening gala, conference and creative economy showcase for March 13 and 14. If you are interested in attending, register on-line now at [artworkstwinports.org](http://artworkstwinports.org)

Duluth mayor Don Ness and Superior mayor David Ross will open the event during an opening reception on March 13 at the Rothwell Student center at the University of Wisconsin – Superior. Participants can expect great food, drinks and entertainment along with an opportunity to meet experts on boosting a region's creative economy from around the nation.

The full day conference kicks off at Lake Superior College on Friday, March 14 with keynote speaker Elizabeth Currid, author of *The Warhol Economy: How Fashion, Music & Art Drive New York City*. Panel discussions featuring president of the Area Partnership for Economic Expansion (APEX) and guests from other creative communities around the nation will take place throughout the morning. Topics include *Recognizing the value of arts and culture – it's not just a handout!* and *Growing our creative economy – we're all in this together*.

The afternoon will focus around a series of break out sessions that will focus on developing Twin Ports initiatives that can help boost the creative economy in the region. Throughout the day, attendees will also have the opportunity to attend a Creative Economy Show Case that will highlight some of the talented arts and arts related businesses in the region. A complete program can be viewed at [artworkstwinports.org](http://artworkstwinports.org).

Registration for the conference is \$30 and includes admittance to the opening gala, the Creative Economy Showcase, the conference, continental breakfast and lunch. Cost for the Creative Economy Showcase is \$50 and includes two registrations to the conference. Register online now at [artworkstwinports.org](http://artworkstwinports.org)!

Volunteers are still needed to help with the event as well. If you are interested in volunteering, please call the Art Works! office at (218) 336-1371 or e-mail: [info@artworkstwinports.org](mailto:info@artworkstwinports.org).

To date, Minnesota Power, Como Oil & Propane, the Duluth-Superior Area Community Foundation 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, Duluth Chamber of Commerce, the Area Partnership for Economic Expansion (APEX), Lake Superior College, Compudyne, Reader and SMDC have also signed on as sponsors of the event.

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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