



**Contacts:**

Ellen Paris

Kiner Communications

760-413-0471

[ellenp@kinercom.com](mailto:ellenp@kinercom.com)

**FOR IMMEDIATE RELEASE**

**Indio Chamber of Commerce Announces the 26<sup>th</sup> Annual  
Southwest Arts Festival® 2012 Poster Artist**

**(Indio, CA – August 29, 2011)** The Indio Chamber of Commerce is pleased to announce the Poster Artist for the 2012 Southwest Arts Festival®. Celebrating its 26th Anniversary, the Southwest Arts Festival® will once again be held at the world-renowned Empire Polo Club in Indio, California on January 27, 28 and 29, 2012.

The winning artist is American Impressionist, Robert Ferguson. His interest in painting led him from the Parson's School in New York and a career as a commercial artist to a "life-long pursuit of the true colors of undisturbed serenity, tranquility and the sense for pure living" that brought him back to Southern California. Ferguson's winning poster, "Anderson Date Farm" is an oil on canvas-Plein Air painting. It perfectly captures his sense for serenity and tranquility in Southern California." To have a poster that showcases a picturesque long-time area landmark is perfect as the Festival celebrates its 26<sup>th</sup> year in Indio," notes Joyce Donaldson, Indio Chamber of Commerce President/CEO.

Ferguson was the poster artist for the Festival in 2006 and took first place in the Festival's painting category that year. "Being chosen once again as poster artist for the Southwest Arts Festival means that there is a public appreciation of my work. The Southwest Arts Festival closes that gap between artist and collector. It allows quality artists to present their work to a captive audience who appreciates it enough to admire and acquire it," explains Ferguson. The poster unveiling for the 2012 Southwest Arts Festival® will take place later this year. Additional details to follow.

At the 2011 Festival, over 250 acclaimed artists showed traditional, contemporary and abstract fine works of art and quality crafts. The Festival is a major internationally recognized cultural event. Its reputation for first-class quality and professional integrity make it one of the finest throughout the country. As the Indio Chamber's largest annual

fundraiser, the chamber is exceptionally fortunate to have many community leaders and volunteers contributing numerous hours to make certain that the Festival is successful.

For more information about the Festival, contact the Southwest Arts Festival®, Indio Chamber of Commerce, 82-921 Indio Boulevard, Indio, California, 92201, email: [swaf@indiochamber.org](mailto:swaf@indiochamber.org) , websites: [www.southwestartsfest.com](http://www.southwestartsfest.com) and [www.indiochamber.org](http://www.indiochamber.org) , phone: 760.347.0676, and fax: 760.347.6069.

###



