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**25<sup>th</sup> Annual 2011 Southwest Arts Festival® Announces Ten Categories of Artistic Disciplines for Upcoming Festival.**

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(Indio, CA – September 16, 2010) The Indio Chamber of Commerce recently announced the ten categories of artistic disciplines for artists showing their work at the 2011 Southwest Arts Festival® taking place January 28, 29 and 30, 2011. Celebrating their 25th Anniversary the Southwest Arts Festival® will once again be held at the world-renowned Empire Polo Club in Indio California. Disciplines are in the following categories; clay, crafts, drawing, glass, jewelry, metal works, painting, photography, printmaking and sculpture. Application fees are \$55 with an application deadline of Thursday September 30, 2010.

Last year over 255 acclaimed artists showed traditional, contemporary and abstract fine works of art and quality crafts, the Festival is a major internationally recognized cultural event. The Festival's 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 over 300 community leaders and volunteers contributing numerous hours to make certain that the Festival is successful.

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