

INDIO CHAMBER OF COMMERCE

THE SOUTHWEST
ARTS FESTIVAL

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FOR IMMEDIATE RELEASE

**26th Annual 2012 Southwest Arts Festival ® Announces Media Sponsors for the
Upcoming Festival on January 27, 28 and 29 at the Empire Polo Grounds**

(Indio, CA – December 8, 2011) The Indio Chamber of Commerce recently announced the media sponsors for the 26th Annual 2012 Southwest Arts Festival. The sponsors represent strong local media outlets including; KMIR 6 and KPSE My13, Desert Radio Group and the Desert Sun. This variety of sponsorship helps the Festival reach a broad audience. QUOTE JOYCE.

KMIR6 is the NBC affiliate of the Coachella Valley. Owned by Journal Communications, KMIR6 is the sister station of KPSE My13. KMIR6 broadcasts 4 hours of newscasts daily including KMIR6 Today, KMIR6 at 5pm, KMIR6 at 6pm, and KMIR6 at 11pm. Syndicated programming on this station includes The Insider, Entertainment Tonight, Two and a Half Men, and Judge Judy.

The Desert Radio Group is a subsidiary of Morris Communications Company, LLC. Formed in 1996, the Desert Radio Group operates 5 radio stations in the Coachella Valley and broadcasts a wide range of formats including Active Rock, Rhythmic CHR, Classic Hits, News/Talk, and Spanish Oldies. True to the Morris radio tradition, the Desert Radio Group operates its stations “live and local” from its studios in Palm Springs, California. For more information on the Desert Radio Group, please visit www.desertradiogroup.com.

The Desert Sun Media Group is the Coachella Valley’s number one source of news, information and advertising. The Desert Sun has over 168,000 readers on Sunday (Thoroughbred Research Group, 2011) and Mydesert.com has over 500,000 unique monthly visitors (Omniure,

November, 2011). The Desert Sun Media Group is owned by The Gannett Co., Inc., the nation's largest publically held newspaper company.

The Annual Southwest Arts Festival is one of the area's longest running and largest juried Art Festivals, it has grown from its original location at the Riverside County Fair & National Date Festival's Indio location to the beautiful Empire Polo Grounds in Indio – the Festival's home for the last ten years.

This year over 250 acclaimed artists will show traditional, contemporary and abstract fine works of art including; clay, drawing, glass, jewelry, metal works, painting, photography, sculpture and textile. 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 several hundred community leaders and volunteers contributing numerous hours to make certain that the Festival is successful.

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