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FOR IMMEDIATE RELEASE

Indio Chamber of Commerce 25th Annual Southwest Arts Festival® 2011

(Indio, CA – June 29, 2010) The Indio Chamber of Commerce is now accepting applications to the Southwest Arts Festival® which will take 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.

Featuring over 255 acclaimed artists showing 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.

All artists, regardless of weather, must be present everyday of the festival. Festival hours are 10am to 5pm each day.

Spaces (12' x 12") are \$250 each. Electricity is available for \$35 per space. Up to four spaces may be purchased.

Early Bird applications received by Tuesday, August 31, 2010 are \$50. Applications received by Thursday September 30, 2010 are \$65.

The Southwest Arts Festival® will again utilize Zapplication. ZAPP® is a one-stop universal online application system that allows artists to submit and manage applications for participating art shows, festivals and fairs. Simply visit www.southwestartsfest.com to submit your application today.

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