

INDIO CHAMBER OF COMMERCE

THE SOUTHWEST
ARTS FESTIVAL®

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FOR IMMEDIATE RELEASE

**25th Annual 2011 Southwest Arts Festival® Volunteer Orientation on Thursday,
January 13th from 10-11:30am or 6-7:30pm at the Indio Chamber of Commerce
on 82921 Indio Blvd. in Indio**

(Indio, CA – September 22, 2010) The Indio Chamber of Commerce is offering two Festival Volunteer Orientation meetings on January 13th from 10-11:30 am and 6-7:30 pm for the upcoming 25th Annual 2011 Southwest Arts Festival® on January 28 - 30, 2011 at the Empire Polo Grounds. Please RSVP by e-mailing (swaf@indiochamber.org) or phone the Indio chamber at 760-347-0676. Alternative dates are possible on an individual basis.

Over three hundred volunteers annually have helped make the Festival the success it is, for the last 25 years. Volunteers are needed for a variety of positions for the three day Festival. These include; artist ambassadors, ticket vendors, poster sales, information booth attendants, parking, traffic and hospitality assistants. Volunteer applications are available now. Volunteers should commit to a minimum of four hours. Position preferences are considered for volunteer assignments.

Volunteers receive free admission, Southwest Arts Festival® t-shirt, parking and a 2011 Festival Poster. "Without our volunteers, there is no Festival. That's how important they are to the running of Southwest Arts Festival®," notes Shawna Trombetta, Southwest Arts Festival® Assistant Manager/Consultant.

This year's Festival will be the biggest and best in the 25-year history of the Southwest Arts Festival®. It's an exciting time to be part of this tradition. "With the many changes over the years, we have decided to run a mandatory Volunteer Orientation to include; what's new with the festival, learning about different volunteer teams, meeting the Festival staff and how to make the most of your volunteer experience. Volunteer attire and responsibilities will also be covered.

This is an excellent way to mix and mingle with fellow volunteers prior to the Festival. “Most importantly, it gives us the opportunity to meet and thank our Festival volunteers personally,” adds Trombetta.

Southwest Arts Festival® Indio Chamber of Commerce

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