



**For Immediate Release**

**Indio Chamber of Commerce  
24<sup>th</sup> Annual Southwest Arts Festival® 2010**

**Contacts: Ellen Paris  
760-413-0471  
Eparis312@yahoo.com**

**Southwest Arts Festival® Celebrates its 24<sup>th</sup> Year with Wider Array of Artists and New Kids Kreations Event**

(Indio-January 24, 2010) The Indio Chamber of Commerce kicks off its 24<sup>th</sup> annual Southwest Arts Festival® this Friday, January 29, 2010 at the Empire Polo Club in Indio. This year's Festival features a wider array of contemporary artists showcasing and selling their work than previous Festivals. Artist categories include; sculpture, textiles, photos, printmaking, painting, crafts, jewelry and drawing. .

A new event, Kids Kreations run by the award winning S.C.R.A.P. Gallery, (The Art Museum for the Environment) debuts this year. Children and adults can make authentic Venetian masks from cardboard coffee sleeves like those from Starbucks and other coffee houses. People can take home their crafts. There is no additional charge for this event. "We have never done the Southwest Arts Festival® before. The Chamber asked us and we decided it was a great opportunity," notes Karen Riley, S.C.R.A.P. Gallery Executive Director. All the materials used for decorating the masks are recycled. "We're excited that we can show large numbers of people in three days how you can be creative and recycle too. It really is a perfect event for the S.C.R.A.P. Gallery to be a part of," adds Riley. Kids Kreations will be open during all Festival hours.

The Southwest Arts Festival is the Indio Chamber of Commerce's largest annual fundraiser. It supports, the Chamber's various program and events throughout the year for the business community of Indio. "As a non-profit organization, the Chamber is consistently looking for ways to enhance our funding so that we may continue to offer exceptional events and beneficial educational programming for our Chamber and community members, thereby strengthening and enhancing the business community, explains Indio Chamber CEO, Joyce Donaldson.

There will be a variety of food specialties and entertainment throughout the three day event. Last year's attendance topped 16,500 with purchases totaling over \$1 million in fine art, crafts and jewelry. More than 200 volunteers assist with ticket and poster sales, traffic control, hospitality, artist sales, event set-up and breakdown. This year, Festival organizers expect more visitors and artist sales to increase.

[www.southwestartsfestival.com](http://www.southwestartsfestival.com):

760-347-0676

**Empire Polo Club, 81-800 Avenue 51  
Monroe and Avenue 51, Indio, California.  
Entertainment and Refreshments.**

**January 29,30,31**

**Three Day Pass-\$18**

**Adults-\$10**

**Seniors-\$8**

**Children 16 and Under-Free**

**No Dogs Allowed (Service Animals Excepted)**

**Parking-\$5 (Monroe at Avenue 51**

**Parking-\$8(Valet)**

**Open Daily – 10am to 5pm**

