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**25th Annual 2011 Southwest Arts Festival® Attracts 275 Artists
from Twenty Two States and Three Countries**

(Indio, CA – December 6, 2010) The Indio Chamber of Commerce recently released the final artists' acceptance list for the upcoming 25th annual 2011 Southwest Arts Festival®. The 2011 Festival, which will be held on January 28, 29 and 30, will showcase over 275 artists exhibiting and selling their work. The Festival is well-respected and noted within the art world both nationally and internationally. Artists hail from twenty-two states and three countries including Canada, Peru and Mexico. Of the 275 artists, twenty-five are from the Coachella Valley. Celebrating its 25th Anniversary, the Festival® will once again be held at the renowned Empire Polo Club in Indio, California.

As one of the area's largest art shows, the 2011 Festival is more diverse than ever. All types of fine works of art and quality crafts are featured from traditional to contemporary and abstract. This includes: sculpture, paintings, photography, printmaking, custom metalwork, custom jewelry, ceramics, glass, and textiles.

A number of artists travelling to this year's Festival have attended previously. Felicia, a sculptor from Colorado, does very well at the event. "The show is so well run because of the many very nice volunteers. The show grounds are beautiful, leveled, and has lots of space to view the art, which artists need to set up their booths. The art shown is very high quality and attracts many buyers/collectors and admirers of art. I usually make many good sales at this show. It's a wonderful show I am proud to be a part of."

Cathedral City artist, Richard Curtner's unique textural collage piece was chosen as the design for the Festival's annual collectable poster. Curtner shows his work at top festivals around the country. Yet this Festival remains special to him. "The Southwest Arts Festival has the beautiful scenery of the desert mountains around you and the green grass under your feet," notes Curtner who points to the Festival's unusual layout as a draw for artists. "As an artist you have equal opportunity to display your art to patrons as much as any other artist participating. Because of the layout at SWAF attendees can easily see all the individual exhibits. For Festival goers there are enough artists participating to offer significant variety. The other reason I enjoy the Festival is the quality of the artwork. Throughout the years that I have participated it has maintained very high standards. The quality is such that even I as an artist end up coming home with pieces," adds Curtner.

This is a destination art festival with a variety of food specialties and entertainment, all in an atmosphere of fun and culture. Last year's attendance topped 13,000 over the three days, with purchases totaling nearly \$1 million.

For the second year, the Festival features a special children's area run by the S.C.R.A.P. Gallery (The Art Museum for the Environment) for children to work on small art projects they can take home – all at no additional charge. This is a family festival, offering a cultural experience for children of all ages.

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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