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FOR IMMEDIATE RELEASE

**25th Annual 2011 Southwest Arts Festival® Call for Artist Applications
Continues Until September 30, 2010**

(Indio, CA – September 3, 2010) The Indio Chamber of Commerce continues accepting applications to the 2011 Southwest Arts Festival® taking 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. Application fees \$65.00. The deadline for applications is Thursday September 30, 2010.

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.

Email: swaf@indiochamber.org

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