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**FOR IMMEDIATE RELEASE**

**25<sup>th</sup> Annual 2011 Southwest Arts Festival® Needs 300 Volunteers for Upcoming Festival**

(Indio, CA – September 22, 2010) The Indio Chamber of Commerce is accepting applications for 300 volunteer positions for 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.

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 and event runners. 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, 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.

For many volunteers the Southwest Arts Festival® is a tradition they look forward to all year. This will be Indio resident, Marian Michela’s fourth year volunteering. She enjoys helping out the participating artists as an artist ambassador. “I basically go around to the artists introducing myself and letting them know I am here to help them in any way, from covering their booth when they take a break to getting them food. I love meeting all the artists who come from all over the country and I really enjoy talking to them,” says Michela. “I feel that I’ve helped out the artists, the Festival and the community. It’s not work; it’s a pleasure.”

Last year over 255 acclaimed artists showed 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.



Volunteer applications can be found online at [www.southwestartsfest.com](http://www.southwestartsfest.com) or by calling the Chamber at (760) 347-0676 or picked up at the Chamber offices at 82-921 Indio Boulevard in Indio.

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