

FOR IMMEDIATE RELEASE:

Contact: Aimee Ward

585-690-1220

email:aimee@canandaiguaarts.com

CALL TO PLEIN AIR ARTISTS (ENTRY DEADLINE MARCH 30, 2012)

(Canandaigua, NY March 15, 2012) The first annual Finger Lakes Plein Air Competition & Festival at Canandaigua, New York is June 8th, 9th, & 10th 2012.

This juried and judged competition is held under the auspices of the Ontario County Arts Council, Canandaigua, NY. The plein air painting competition is open to qualifying artists working in painting media including: oil, transparent watercolor, soft pastel, acrylic, and gauche. Painting scenes will include Canandaigua Lake scenes and vistas, city streets, historic structures, commercial areas, pastoral, farm, vineyard vistas as well as marine subjects in New York State's wine country and Finger Lakes region.

This plein air painting competition is part of a festival, which will include a Sidewalk Chalk Painting Competition for adults and youth, arts and crafts exhibits and demonstrations, music and educational programs. As many as fifty plein air artists may be selected to qualify for the Finger Lakes Plein Air Competition & Festival at Canandaigua, NY. Artists must submit three (3) jpegs of their original plein air painting in oil, water media or soft pastel, completed in the past two years without tutelage or photographic reference along with the entry form and fee of \$35.

The painting competition will take place Friday, June 8th and Saturday, June 9th. The exhibition and artwork sale will take place Sunday, June 10th. Award winning and nationally known plein air artist, Ann Larsen will serve as the judge for as many as 75 paintings from the submitted body of artwork.

Three cash prizes will be awarded from the juried and judged body of works in the exhibition. The prizes are: First Place Award -\$1,500, Second Place Award -\$750, Third Place Award -\$500.

The prospectus and further information regarding the 1st Annual **Finger Lakes Plein Air Competition & Festival at Canandaigua, NY** may be downloaded at:
WWW.CANANDAIGUAARTS.COM <<http://WWW.CANANDAIGUAARTS.COM>>

The Entry Form, jpegs of artwork samples and \$35 entry fee must be received by March 30, 2012. Artists are encouraged to sign up on the website to receive updates and news about this first time event. All proceeds of this event benefit the Ontario County Arts Council.

For more information:

Email:PleinAirCompetition@CanandaiguaArts.com

Phone: 585.234.6032.

WWW.CANANDAIGUAARTS.COM <<http://WWW.CANANDAIGUAARTS.COM>>