

PRESS RELEASE

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Ojai Valley Lavender Festival issues Call for Art Entries

The Ojai Valley Lavender Festival Board has issued a Call for Entries for the 9th annual Lavender Festival Art show. Entries are to be two-dimensional artwork celebrating lavender and the Ojai valley, and will be judged on originality, innovation, and artistic merit. The Festival, which will be **Saturday, June 23, 2012**, will showcase the winning art on the festival's posters, advertising, and other promotional materials. The winning artist retains ownership of the artwork and receives a complimentary booth at the festival, which attracts over 5,000 visitors.

Artists may submit up to 2 works of art for consideration. The deadline for submissions is November 1, 2011. Artwork, entry application and release forms are to be delivered to Café Emporium between 10 am and 3 pm on this day only. Only artwork ready to hang will be accepted. Prior winners include Kathleen Doud Reilley (2011), Jennifer Banks (2010) and Betty Saunders (2009). The Lavender Festival anticipates that artists will also want to display and sell their submitted art in the Art Pavilion at the Festival on June 23, 2012.

Festival President Cindy Mullins will announce the winning entry at the opening night artists' reception on Tuesday, November 1st, 7 – 9 pm at the Café Emporium gallery space. All submissions will be displayed at Café Emporium from November 1 - 30, 2011. All artists are responsible for picking up their artwork at the end of the exhibition. Art must be picked up Wednesday, November 30th, between 10am – 3 pm.

Artists are encouraged to visit the website for the Ojai Valley Lavender Festival at www.ojaivalleylavenderfestival.org to download entry and release forms and to learn more about the venue. For additional questions, please call Kyle Crouner, 818-439-7630 or ojailavender@gmail.com.

For more information, including speakers, vendors and directions, visit the Festival website at www.ojaivalleylavenderfestival.org or friend us on Facebook. Contact us by e-mail at info@ojaivalleylavenderfestival.org or by mail at PO Box 1643, Ojai, CA 93024. Mark your calendars now for an event that offers lavender gifts, plants, food, music and speakers, demonstrations and more.

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The mission of the Ojai Valley Lavender Festival is to demonstrate and promote the many uses of lavender, to broaden public awareness and to educate potential growers/farmers about the benefits of plants that celebrate the Ojai Valley's Mediterranean climate, and to promote Ojai as a unique and welcoming destination.