

Marblehead Festival of Arts

For Immediate Release

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Marblehead Festival of Arts Announces 2011 Logo Contest

Design Competition Deadline Set for Sunday, November 14th

Marblehead, MA (October 5, 2010) –The Marblehead Festival of Arts invites individuals who reside in, work in, or belong to an arts association in Essex County to submit entries for the 2011 Logo Contest. This long-standing tradition, as old as the Festival itself, produces a unique design that symbolizes each year's Festival. Sharman Pollender, co-chair of the Logo Contest Committee, encourages all to "Join the ranks of talented artists who have put forth their best efforts in capturing the spirit of the Marblehead Festival of Arts."

The winner will be announced at the Logo Premiere Party in late January and will receive a prize of \$150. The new logo will appear on memorabilia produced for the 2011 summer Arts Festival.

The logo design entry must symbolize the arts and/or the town of Marblehead; and must include the text, "Marblehead Festival of Arts," and the Festival dates, "July 1-4, 2011." Designs should be adaptable to the silkscreen process used on T-shirts, posters, and banners; the embroidery process used on polo shirts and caps; black-and-white and color printing; and it should be adaptable to wide variations in size. Since the logo may be used on a colored background, it should be designed with this possibility in mind. Designs are limited to two colors in any

medium (black is considered a color, and two shades of a color are considered two colors).

Entries are limited to five per applicant. Each entry must be mounted on an 8 x 10 board. Name, address, telephone number, and e-mail address must be placed on the back of each entry. For black-and-white entries, color may be indicated as an overlay. Artwork must be original; no copyrighted designs will be accepted. Artists creating their designs digitally are requested (but not required) to also provide the Festival with copies of their files, which may be submitted on CDs that accompany their printed entries.

Entries must be received no later than 5:00 pm, Sunday, November 14, at the Abbot Public Library, 235 Pleasant St., Marblehead, MA 01945-2228. A panel of independent judges will select several finalists, and the winner will be determined by a vote of the general public. The winning logo will become the sole property of the Marblehead Festival of Arts.

Logo Contest details may be found on the Festival Web site, www.MarbleheadFestival.org, which also has images of past award-winning logos.

ABOUT MARBLEHEAD FESTIVAL OF ARTS (MFoA)

Founded in 1962, the Marblehead Festival of Arts has a rich history in producing a premier summer arts festival that has become a unique forum for artistic expression. Traditionally held each year over the July 4th weekend, the Marblehead Festival of Arts hosts a wide range of art exhibits (painting, sculpture, photography, drawing, etc.), outdoor music concerts overlooking Marblehead Harbor, Writer's World, the Street Festival, Artisans' Marketplace, and many other cultural activities designed to provide a fun and enriching experience for the entire family.

The Marblehead Festival of Arts is run by an all-volunteer organization comprised of more than forty committees. It operates year round and relies solely on donations to fund its operations. Individuals, families, and businesses may become Festival Sponsors by making a tax-deductible contribution. For additional information on MFoA, a calendar of events, volunteer opportunities and sponsorship, please call 781-639-ARTS or visit www.MarbleheadFestival.org.

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