

NEWS RELEASE

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ARTWalk to Hold Walk-A-Thon Fundraiser June 12

ROCHESTER, N.Y.—ARTWalk will hold its inaugural “Art Walk for ARTWalk” fundraising ‘walk-a-thon’ Saturday, June 12 at 9 a.m. in the City of Rochester’s Neighborhood of the Arts. Walkers may choose from several categories of “participation,” including “There’s Art in Me” (you have Art somewhere in your name); “I’m Moving Art” (be part of an art parade); “Art for the Day” (change your name to Art, Mona Lisa, Rembrandt, etc. with the help of a professional art historian); “Ministry of Silly Walks” (in honor of the famous Monty Python’s Flying Circus episode); and “We ARTogether” (you pull together a team for the walk). A category selection is not required to participate in the walk.

Participants will be treated to live music by local musicians at several spots along the walking route.

Art Walk for ARTWalk is anchored by an honorary committee whose members all have “art” in their names. **Art Walker** of Cicero, New York is the honorary chair of the event. Other honorary committee members include Don **Alhart** of WOKR13, **Garth** Fagan and Ruby **Lockhart** of Garth Fagan Dance, Morag **Martin** of SUNY Brockport, **Arthur** Vitoch of Vitoch Interiors, **Art** Wells of Healthy Homes Associates, artist **Martha** Schemerhorn, Sherry Walker-**Cowart** of Community Place of Rochester, Elizabeth **Stewart** of Aesthetic Education Institute, **Stuart** Mitchell of Rural Opportunities, and Henry **McCartney** of the Landmark Society of Western New York.

“This is a perfect fundraising event for ARTWalk because ARTWalk was made for walking,” said Doug Rice, executive director of ARTWalk. “We’re serious about being silly with this event, but certainly serious about raising much-needed funds to support the growth of ARTWalk.”

(more)

ARTWalk is the award-winning outdoor art trail that connects Rochester arts and cultural institutions along University Avenue. The most recent award granted ARTWalk was the 2003 U.S. Conference of Mayors Urban Livability Award.

Sponsors for “Art Walk for ARTWalk” include Bob Wagner Realty, HSBC, Craft Company #6, the Flatiron Building, Starry Nites Café, and Assembly Member Susan John.

To participate in “Art Walk for ARTWalk,” please call 585-234-6670 or email artwalk@rochester.rr.com (leave your name, mailing address, and phone number) and event information and a pledge form will be sent to you. Pledge forms are also available at sites in Neighborhood of the Arts, and on-line at www.rochesterartwalk.org.

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