

News Release from SaratogaArtsFest

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ARTSPASS sales begin for SaratogaArtsFest 2012

Give a gift of world-class arts experiences this holiday season

For holiday shoppers seeking a Saratoga-themed gift with lasting value, an *ARTSPASS* for SaratogaArtsFest 2012 is the perfect choice. The *ARTSPASS* provides admission to events and cultural activities during the June 7-10 citywide arts festival, as well as discounts and benefits at local restaurants and arts organizations during and after the festival.

As a special holiday gift offering, the handcrafted ceramic *ARTSPASS*—offered this year in a radiant yellow, the 2012 festival’s signature color—is available at a discount during December at three Saratoga Springs stores: Impressions of Saratoga, on Broadway; Saratoga Beads, on Henry St.; and Mimosa Gallery, on Beekman Street. The passes will also be available at the Skidmore Shop on the Skidmore College campus. *ARTSPASS* purchases at these advance locations may be made with cash or check only.

Each year since the festival’s inception in 2007, L’Esperance Tile Works of Rock City Falls has produced the *ARTSPASS*, a piece of art in its own right that can be worn during the festival and then kept as an event souvenir.

As an incentive for early purchasers, the 2012 *ARTSPASS* for adults and seniors will be sold at a discount of \$5, resulting in a price of \$30, through March 31, 2012. In addition, special offers for student, military, and youth admission packages will be announced in early January.

SaratogaArtsFest 2012 will offer a broad variety of arts experiences, including music, dance, visual art, film, theatre, and literary art. The sixth annual festival is designed to appeal to a wide range of audiences, from the seasoned arts enthusiast to families with young children.

“Art, and the opportunity to experience it, can be the ideal holiday gift,” said Mary Ellen O’Loughlin, executive director of SaratogaArtsFest. “The festival is an affordable exploration of the arts with something for everyone.”

Added O’Loughlin, “The value of the *ARTSPASS* continues throughout the year with discounts and benefits at local arts events.”

The mission of SaratogaArtsFest is to promote Saratoga Springs as a premier arts

destination. An annual celebration, the festival showcases local arts organizations through programming of local, national, and international artists, including emerging artists and those with established reputations. SaratogaArtsFest is made possible by an alliance of community partners committed to increasing appreciation and enjoyment of the arts and to strengthening year-round cultural tourism in the Saratoga region.

More information about the festival, including volunteer and sponsorship opportunities, is available at www.SaratogaArtsFest.org.