



Bellevue Festival of the Arts



Event Media Kit and Backgrounder 2011

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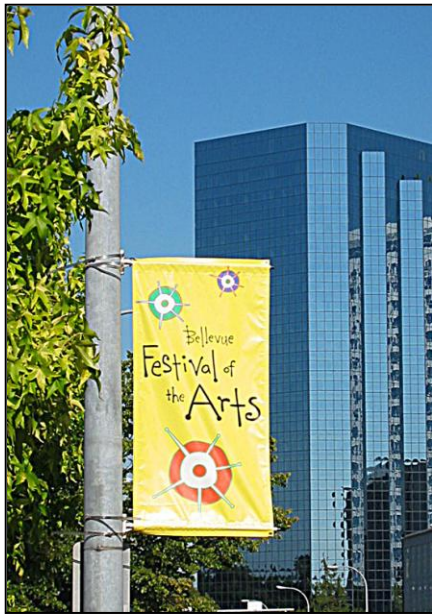
ARTS AND CRAFTS FAIR TO BENEFIT THE COMMUNITY
A PUBLIC SERVICE OF THE CRAFT COOPERATIVE OF THE NORTHWEST
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The BFOA: A 'Don't-Miss' Event During Bellevue's Annual July Arts Fair Weekend!

Once a smaller arts fair upstart, the Bellevue Festival of the Arts is now one of the area's most unique and popular events in its own right



The Bellevue Festival of the Arts

(www.Bellevuefest.org), or BFOA for short, began nearly three decades ago, as one of several annual Summer arts and crafts fairs to be found around Bellevue. 27 years later, the festival has blossomed into a popular and high-profile event in its own right, attracting thousands every year!

This year, the Bellevue Festival of the Arts takes place from **July 29-31, 2011** and continues its tradition of fun, food, and arts and crafts of all kinds, and has become as known for its superb featured artists as it is for its charitable activities.

As of 2011, the Bellevue Festival of the Arts has now grown into one of the Eastside's most exciting

annual cultural events – a proud part of the hugely popular “arts fair weekend” that takes place each year at the end of July.

The BFOA is now consistently hailed as one of the most prestigious juried arts and crafts fairs in its own right nationwide, and last year attracted more than 150,000 attendees.

A standout event in Bellevue's annual arts fair weekend each July, the BFOA offers unique artists and attractions found nowhere else!

2011 FACTS AT A GLANCE:

- What:** The Bellevue Festival of the Arts
When: July 29-31, 2011
Where: Outdoor show along NE 8th Street, at Bellevue Way NE. **Cost Plus World Market Lot** (10300 NE 8th St) Intersection of Bellevue Way NE and NE 8th St., across from Bellevue Square, Downtown Bellevue
Hours: Friday and Saturday, 10 a.m. to 8 p.m., Sunday, 10 a.m. to 6 p.m.
Price: Free!
Website: www.Bellevuefest.org

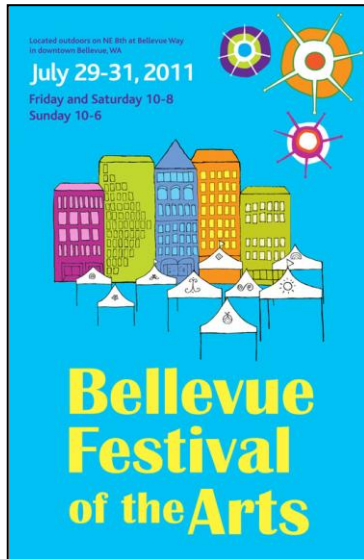
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The BFOA Difference

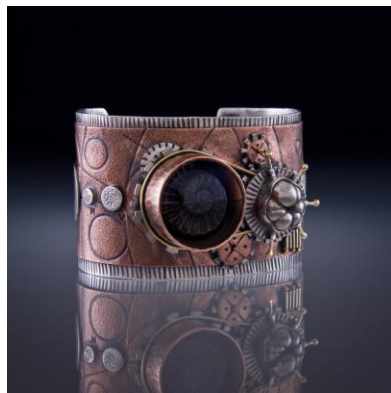


A free event held under the deep blue skies of the Northwestern midsummer, the Festival offers a vibrant mix of arts and crafts, food and drink, culture and entertainment. It's also, not surprisingly, one of the Bellevue Community's most committed and supportive charitable participants, with proceeds from every annual event benefiting a multitude of worthy charities and endeavors – from worthy local organizations around Bellevue and the Eastside, across Lake Washington to Seattle – and internationally, as well!

The Bellevue Festival of the Arts features everything you could want in an Arts Festival, with unique, beautiful and affordable offerings from hundreds of the nation's most talented craftspeople, artists, and artisans, and in works and artists found nowhere else. It's held each year in the last weekend in July, and is easy

to find thanks to its longtime location in the **Cost Plus World Market Parking Lot** (across from **Bellevue Square**).

The event takes place each year on the last weekend in July, during one of the area's most popular and eagerly anticipated annual arts fair weekends. The BFOA stands on its own, however, and proudly showcases works by a superb, diverse assortment of some of the best artists from around the Northwest, plus recognized participants from across the U.S. and Canada.



Amy Buettner Tucker Glasgow

It now marks one of the Eastside's most exciting annual cultural events, offering a superb array of lovely, finely crafted items of every description, including jewelry, photography, textiles, glass, fine art, woodwork, pottery, sculpture, and much more – as well as the chance to meet the gifted artists who create them.



Gunter Reimnitz

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A Juried Bellevue Arts and Crafts Fair with its Own Unique Style and Attractions

With a growing audience and steadily increasing profile over a quarter of a century and beyond, the Bellevue Festival of the Arts is now one of Bellevue's leading annual cultural events. The BFOA long ago left behind its modest beginnings to become a dynamic and popular event in its own right, attracting tourists, arts aficionados, festival-goers, and media from across the Northwest each year.



After 27 years, the Bellevue Festival of the Arts remains one of the most highly praised juried arts and crafts fairs nationwide, and is consistently rated by *The Artfair Sourcebook* as one of the best juried arts fairs in the country. Each successive season has seen a marked jump in attendance as well as media coverage, with notable coverage by *The Seattle Times*, *The Seattle Weekly*, *Seattle Magazine*, *Sunset Magazine*, as well as assorted Bellevue and Seattle-area print, online and TV and radio media (with the 2011 show proudly sponsored by **91.3 KBCS Community Radio**).



Lyn & Randy
Sedlak-Ford

As always, the event also features a wide array of tasty treats from some of the Northwest's most popular food and beverage providers. There's also live music to please almost any taste, with appearances by several popular local bands and musical groups. It's the perfect celebration for old and young alike.

Location, Logistics, and Transportation

The Bellevue Festival of the Arts is located four miles east of Seattle, in downtown Bellevue, Washington (north of I-90 and South of 520).

The Festival is easy to find, taking place in the Cost Plus Parking lot (10300 Northeast 8th Street), at the intersection of Bellevue Way NE and NE 8th Street, directly north of Bellevue Square (and across the street from the **Bellevue Art Museum's Artsfair**). Area transportation to the Festival is a breeze, with easy access via the South Kirkland and South Bellevue Park and Ride lots. Free Metro shuttles run every 15 minutes on Saturday from 10 a.m. to 9 p.m., and on Sunday from 10 a.m. to 6 p.m.

Paid parking is also affordable and convenient, with price varying by location, and available in many of Bellevue's downtown buildings, along with Bike Corral parking options available as well. It's just one more aspect of the BFOA that's easy and hassle-free, improving the experience for everyone, and ensuring that the day is happy and memorable for all.

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Charitable Involvement

A Unique Festival That's Devoted to Giving Back

For years, the Bellevue Festival of the Arts has remained a loyal and vital supporter of the Eastside community, and in 2010 continued its tradition of distributing its net proceeds back to several vital local Seattle and Bellevue causes and organizations, as well as to a human rights group in Haiti.

“As it has done for years, the BFOA will donate a portion of the proceeds to charity,” comments Ann Sutherland, “from local shelters and food banks, health clinics, **Fare Start**, and **Lifelong AIDS Alliance**, to youth programs, the Craft Emergency Relief Fund, Solar Cookers International and Potters for Peace.”

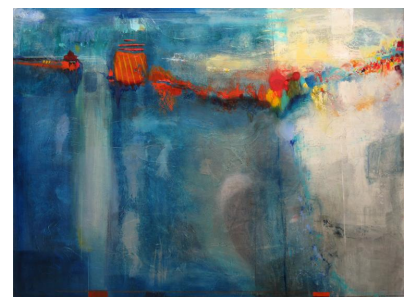


Deborah Bridges

Past beneficiaries of the Bellevue Festival of the Arts include seven local shelters (including **New Beginnings** and **Seattle Emergency Housing**), six food banks including the **Pike Market Downtown Food Bank** and **Teen Feed**, three community centers including **The Seattle Indian Center**, four health-care organizations (including **Overlake Hospital** and **The Lifelong AIDS Alliance**) and seven youth programs, including **Heart and Soul**.

Internationally, the festival also gives to SNDT, a women's university in Mumbai, India which works with villages in Gujarat state. This rural development program organizes activities in the fields of education, health, skill training, awareness and income generation as well as legal aid. It has also assisted women to form their own cooperative "Kalyani".

The Festival also benefits the **American Indian College Fund** as well as **Ashesi University**, a subsidiary of Ashesi University Foundation (www.ashesi.org) in Ghana, West Africa. Ashesi is a pioneer of liberal arts undergraduate education in scholarship, leadership and citizenship whose mission is to train a new generation of ethical and entrepreneurial leaders in Africa, and to cultivate within its students the values of lifelong learning, concern for others and the courage to think in a bold and enterprising way.



Michael Colbitts

In 2010, the BFOA continued to donate a portion of its net proceeds back to local charities, giving to Fare Start, the Lifelong AIDS Alliance, the Craft Emergency Relief Fund, Potters for Peace, and more.

A History of Leading Artists

Following is a list of just a few of the highly acclaimed artists who have taken part in the Bellevue Festival of the Arts over the past few years:

Paul Nzalamba
Gunter Reimnitz
Jana Grover
Eileen Sorg
Sharon Berube
Lyn & Randy Sedlak-Ford
Brett Varney
Frederick Prescott
Michel Tsouris
Marcio Diaz
Elijah Burnett
Jason Napier
Kate Larsson
Michael Leu
Sarena Mann
Albion Smith
Elijah Burnett
Lisa Kristine
Doug Landreth

Oluf Nielsen
Elizabeth Haughton
Brad Henry
Michael Colpitts
Sumati Colpitts
Michelle Raney
Laurant Vereecken
Carol Lebreton
Sharon Berube
Alex and Mona Szabados
CJ Hocket
Marco Diaz
Amy Buettner Tucker Glasgow
Rebecca Bashara
Sandra Whiting



Sumati Colpitts

... just to name a few!



Albion Smith

Key Quotes from Participating Artists:

"We have had good experiences at this festival, from Festival organizers, volunteers, and other artists, as well as the public who attends the festival," comments acrylic artist **Marcio Diaz**.

"I really, enjoy this show. The staff is wonderful and the quality of product is great," adds metal artist **Elijah Burnett**.

"We love this show and appreciate all the work by the BFOA," comments **Sarena Mann**, 3D multimedia artist. "This is the best show we do, and we always look forward to coming back."

"This is a very balanced show. The works included are amazing, and I'm always very proud to be included," adds 2D multimedia artist **Eileen Sorg**.

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A SAMPLING OF 2011 ARTISTS & WORKS THE BELLEVUE FESTIVAL OF THE ARTS

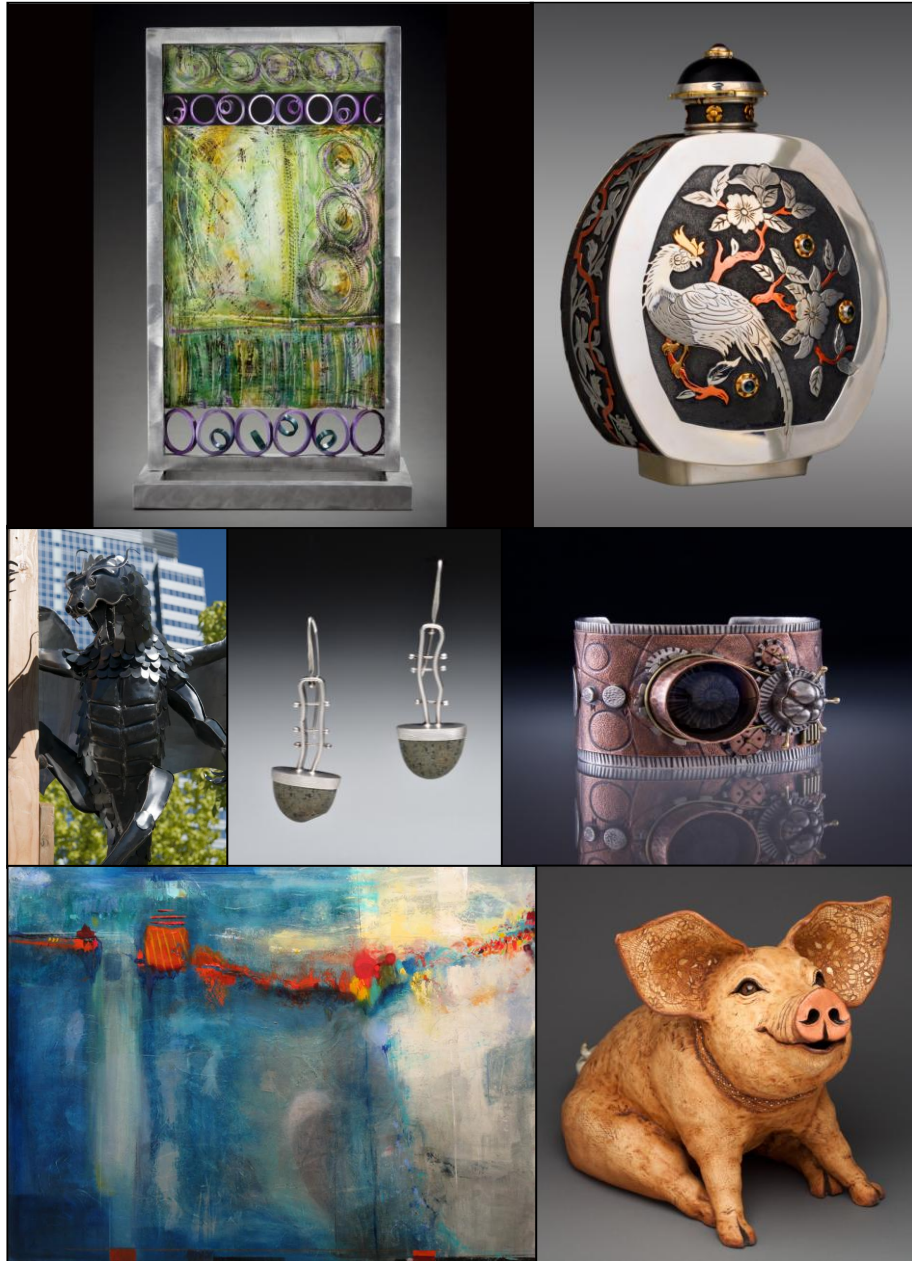


PHOTO: ARTISTS CLOCKWISE FROM TOP LEFT: Lyn & Randy Sedlak-Ford (Glass, Mixed Media); Albion Smith (Silver Bird Flask); Amy Buettner Tucker Glasgow (Bracelet); Sumati Colpitts (Sculpture); Michael Colpitts (Painting); Gunter Reimnitz (Dragon Sculpture); Rebecca Bashara (Earrings). (All works copyright © 2011 to the respective artists, as noted above.)

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The Best of the Bunch

With a rich history of successful events, beautiful works, and millions of attendees over its quarter of a century, the Bellevue Festival of the Arts is still going strong – and getting better every year.

Superb Sponsorship Opportunities

Contact the BFOA today to become part of one of Bellevue's most exciting annual events, which features superb sponsorship opportunities, exciting charitable activities, and more acclaimed and unique artists than ever before. For companies and businesses seeking to brand themselves from Bellevue, to Seattle, to across the Northwest, while also showing their support for local artists and events, the BFOA is a sponsorship opportunity not to be missed.



Rebecca Bashara

The BFOA Difference

Thanks to a dedicated staff and volunteers, decades of hard work, a caring and generous community – and most of all, the fervent support of hundreds of thousands of artists and arts-appreciators, The Bellevue Festival of the Arts continues to thrive.

Visit the BFOA website today, at www.Bellevuefest.org to learn even more about the 2011 event and its upcoming festivities!

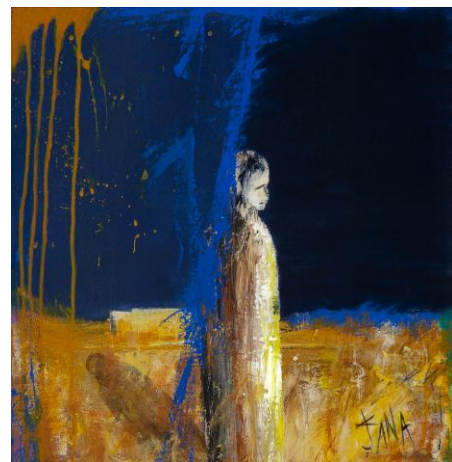
Festival Contacts

For more information on how you can be a part of The Bellevue Festival of the Arts and its endeavors as a sponsor, or to learn how you can help the organization to continue its legacy of intense and dedicated community support, please contact **Ann Sutherland**, at **(206) 363-2048** or info@bellevuefest.org. Or check them out on Facebook, at [/BELLEVUEFEST!](https://www.facebook.com/BELLEVUEFEST)

For public relations queries, meanwhile, or for PR materials on the BFOA or images of some of the works featured from 2009 to 2011, please contact publicist **Angela Mitchell**, at **(904) 982-8043** or Paramitch@aol.com.

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Jana Grover



BFOA Organization Contact:

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**Festival PR Contact
(For Materials, Photos, or PR or News Queries):**

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