

8.31.2015 For immediate release • Public Service Announcement • Press release



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Hello,

Please run this as a Public Service announcement and/or Press Release and include it in any suitable calendar of events or press venue. This is a free event by a 504a non-profit organization. Any coverage you give the Tour is greatly appreciated by the Artists and the surrounding community.

View or Email for more images at www.lowaArtTour.com

Thank you,
Darla Ellickson, NIASST Inc. Director

2015 Press release

Radio or TV Announcement - Bulletin Board Text:

18th Annual Northeast Iowa Artists' Studio Tour

Oct. 2, 3 & 4, 2015 - 10am to 5pm. Free. 55 Artists at 42 locations.

Self-guided driving Tour all within 35 miles of Decorah.

1-800-463-4692 www.lowaArtTour.com

Press Release - Medium Version:

Northeast Iowa Artists' Studio Tour 2015 – “Discover Roads Seldom Traveled and Studios Rarely Seen on Iowa’s Largest, Oldest Studio Tour”

The 18th Annual Northeast Iowa Artists' Studio Tour will be held October 2, 3 & 4, 2015. With the most Artists participating ever - 55 artists at 42 locations will open their doors for a behind-the-scenes studio view not usually offered to the general public. The annual event will feature many well-known award-winning national caliber artists displaying and selling pottery, paintings, woodcuts, baskets, jewelry, woodworking, kaleidoscopes, sculpture, photography, collage, fiber arts and more. Tour participants can set their own pace while driving from studio to studio. The full-color brochure features a map with GPS and lodging and dining along the route. Directions, maps, GPS coordinates and lodging/dining will be available as web downloads. The tour is free of charge and sites are all within 35 miles of Decorah. Workspaces are open from 10 a.m. to 5 p.m. all three days. **The Northeast Iowa Artists' Studio Tour (NIASST Inc.) is Iowa's first and longest running tour of artists' studios in the state.**

For more information or for a brochure, visit www.iowaarttour.com or email tour@iowaarttour.com, or call Winneshiek County Convention & Visitors Bureau (WCCVB): 800-463-4692.



Press Release - Long Version:

Northeast Iowa Artists' Studio Tour 2015 – “Discover Roads Seldom Traveled and Studios Rarely Seen on Iowa’s Largest, Oldest Studio Tour”

The 18th Annual Northeast Iowa Artists' Studio Tour will be held October 2, 3 & 4, 2015. With the most Artists participating ever - 55 artists at 42 locations will open their doors for a behind-the-scenes studio view not usually offered to the general public. This year there are 8 NEW Artists and 2 returning after a hiatus, welcoming you into their private workspaces for a behind-the-scenes view into how their art is created.

Many spaces are open to the general public only during this annual event, among them numerous top caliber, award-winning, nationally traveling fine artists. Decorah is the central community from which the tour radiates no more than 35 miles in any direction. **The Northeast Iowa Artists' Studio Tour (NIASST Inc.) is Iowa's first, largest and longest running tour of artists' studios in the state.**

Traveling into the rural area, one discovers photographers, painters, basket weavers, quilters, metalsmiths, woodcarvers, fiber artists, light-painted photography, kaleidoscope makers, sculptors, and more. Each artist's studio space and techniques are as individual as the artist, and experiencing, these first-hand, is the foundation of the Tour itself. Information about all the Artists, images of their art, handicap accessibility, plus map, GPS and lodging and dining information are available in the Tour brochure. Maps, GPS coordinates, Brochures and lodging/dining information will be available as web downloads starting in mid-July. Additional detailed directions will be available as a download shortly before the tour to allow for current road construction information at www.iowaarttour.com.

Many Artists will be holding raffles for their work in their studios affording you an opportunity to Win Art! Visit with the actual creator, sign up and have the chance to win direct! For more information on participating Artists and the artwork offered, click on the Artists and their Win Art! button at the web-site.

This free-to-the-public event is self-supporting, funded by artist entry fees, sponsors, grants, donations, and advertising businesses. An opportunity this year is to be a “Business for the Arts” which includes an event listing on the Tour website and Facebook. For more information on how you can support the Arts and Culture as a sponsor in NE Iowa contact tour@iowaarttour.com.

The Major Tour sponsor is KDEC Radio FM 100.5/AM 1240. More Sponsors are: Darla and Glen Ellickson of Ellickson Jewelry Studio & Gallery, Dave and Brenda Carlson, Kerndt Brothers Savings Bank, New Albin Savings Bank, D.Art.Co (formerly known as the Decorah Regional Arts Council), Decorah Bank and Trust, Bank of the West of Decorah, Mike and Rose Schutte, T-Bock's Sports Bar and Grill, Viking State Bank and Waukon State Bank. Friends of the Arts include: Douglas Cole - Art Pottery and Nate and Hallie Evans of Allamakee Wood-fired Pottery. In-kind sponsors: Winneshiek County Convention and Visitors Bureau (WCCVB), Trevor Huinker Solutions, KCZQ Super C Radio, and Julie Strom Photography, plus ad support from area hotels, cabins, B & B's and restaurants. Brochures are distributed through area businesses, participating artists' client mailing lists and at art shows on a national level.

This is your a chance to peek into the artist's world of creativity; an opportunity to see new work, works in progress, demonstrations and to visit with the artist and connect with Art at its roots in scenic NE Iowa.

To obtain a brochure with the Tour map, download the PDFs from the website, call Winneshiek County CVB at: 563-382-2023 or 1-800-463-4692 or email: tour@iowaarttour.com. For more complete information about the artists and ongoing events, view the official Tour website: www.iowaarttour.com.