



Left top: Hallie and Nate Evans, Steve Kittelson, Sara Neuzil  
Left bottom: Jennifer Nahl, George Blair, Elea Uhl

**7.22.2019 For immediate release • Public Service Announcement • Press release**

**Contact:**

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[darla@earloops.com](mailto:darla@earloops.com) [www.lowaArtTour.com](http://www.lowaArtTour.com)

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](http://www.lowaArtTour.com)

Thank you,  
Darla Ellickson, NIASST Inc. Director

**2019 NIASST Press Release**

**Radio or TV Announcement - Bulletin Board Text:  
22nd Annual Northeast Iowa Artists' Studio Tour**

Oct. 11, 12 & 13, 2019 - 10am to 5pm. Free. 45 Artists at 33 locations.  
Self-guided driving Tour all within 40 miles of Decorah.  
**563-382-3990 [www.lowaArtTour.com](http://www.lowaArtTour.com)**

**Press Release - Medium Version:**

**22nd Annual Northeast Iowa Artists' Studio Tour 2019 – " Connect with Art at its Roots on the 22nd Annual NE Iowa Artists' Studio Tour Oct 11-13 • Iowa's Largest, Longest running Studio Tour"**

On October 11, 12 & 13, 2019, 47 artists at 35 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.

Check the website for the 2019 Tour information. The full-color brochure features a map with GPS and lodging and dining along the route. Directions, maps, GPS coordinates and lodging/dining are available as web downloads. The tour is free of charge and sites are all within 40 miles of Decorah, in Iowa. Workspaces are open from 10 a.m. to 5 p.m. all three days. **The Northeast Iowa Artists' Studio Tour (NIAS Inc.) is Iowa's first and longest running tour of artists' studios in the state.**

A special "Preview – Artists of 22<sup>nd</sup> Northeast Iowa Tour" exhibit 9/5-10/5 will be featured at Impact, 101 W. Water Street (the old JC Penney building), in downtown Decorah, organized by Art Haus, [www.arthausdecorah.org](http://www.arthausdecorah.org), and sponsored by Cardboard Robot, [www.card-bot.com](http://www.card-bot.com). The Preview opening is Thursday, September 5 from 7-9 at Impact.

For more information or for a brochure, visit [www.iowaarttour.com](http://www.iowaarttour.com) or email [tour@iowaarttour.com](mailto:tour@iowaarttour.com), or call the **Decorah Area Chamber of Commerce 563-382-3990**.

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**Press Release - Long Version:**

**22nd Annual Northeast Iowa Artists' Studio Tour 2019 – "Connect with Art at its Roots on the 22nd Annual NE Iowa Artists' Studio Tour Oct 11-13 • Iowa's Largest, Longest running Studio Tour "**

October 11, 12 & 13, 2019, 47 artists at 35 locations will open their doors for a free behind-the-scenes studio view not usually offered to the general public, open daily from 10am to 5pm. Many spaces are open to the general public only during this annual event, among them numerous top caliber, awardwinning, nationally traveling fine artists. Decorah is the central community from which the tour radiates no more than 40 miles in any direction, in Iowa. **The Northeast Iowa Artists' Studio Tour (NIAS 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, metal-smiths, woodcarvers, fiber artists, kaleidoscope makers, sculptors, and more. Each artist's studio space and techniques are as individual as the artist, and experiencing 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 are available as web downloads. Additional detailed directions will be available as a download shortly before the tour to allow for current road construction information at [www.iowaarttour.com](http://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.

A special "Preview – Artists of 22<sup>nd</sup> Northeast Iowa Tour" exhibit 9/5-10/5 will be featured at Impact, 101 W. Water Street (the old JC Penney building), in downtown Decorah, organized by Art Haus, [www.arthausdecorah.org](http://www.arthausdecorah.org), and sponsored by Cardboard Robot, [www.card-bot.com](http://www.card-bot.com). The Preview opening is Thursday, September 5 from 7-9 at Impact.

This free-to-the-public event is self-supporting, funded by artist entry fees, sponsors, grants, donations, and advertising businesses. Another 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](mailto:tour@iowaarttour.com).

Tour sponsors in 2019 include: The Major Studio Tour sponsor is KDEC Radio FM 100.5/AM 1240. Sponsors: Darla and Glen Ellickson of Ellickson Jewelry Studio & Gallery, Dave and Brenda Carlson, New Albin Savings Bank, Decorah Bank and Trust, Bank of the West of Decorah, Viking State Bank/Waukon State Bank, Inspire(d) Media, and Pulpit Rock Brewing Co. Friends of the Arts include: Douglas Cole - Art Pottery, Paul Corbin – Pottery, and Citizens Savings Bank – Spillville/Fort Atkinson/Protivin. Businesses for the Arts: Magpie Café and Coffeehouse, A&J Petersburg Agency, and

Nate and Hallie Evans of Allamakee Wood-fired Pottery. In-kind Tour sponsors: Decorah Area Chamber of Commerce, Trevor Huinker Solutions, and Julie Strom Photography, plus ad support from area hotels, cabins, B & B's and restaurants. 25,000 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 share 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.**

Check the website for the 2019 brochure, maps and online information. All of the brochure and map are available as PDFs to download and print.

For a brochure with the Tour map, call **Decorah Area Chamber of Commerce 563-382-3990** or email: [tour@iowaarttour.com](mailto:tour@iowaarttour.com). For more complete information about the artists, ongoing events, and downloads view the official Tour website: [www.iowaarttour.com](http://www.iowaarttour.com).