

PRESS RELEASE FORMAT – For submissions to publications

(Always start with contact info):

CONTACT:

Artist Name

Phone

email@email.com

www.website.com

(Include a photo with your email):

Photo attached in email

(Always start with this title, and paste your content into the email, so they don't have to click or open anything):

FOR IMMEDIATE RELEASE:

(Title should be engaging, concise, and newsworthy):

Mixed Media Painter Kellie Day Launches New Exhibit, “Colorful Colorado”

(First paragraph should have your WHO, WHAT, WHEN and WHERE. Entice the reader to read more, while giving them everything they need to know):

If you're in Ridgway, Colorado June 2, don't miss the celebration of all that we love about our magnificent state in the Art Opening of Kellie Day's latest collection of paintings, “Colorful Colorado”, at the 610 Arts Collective in Ridgway from 5:30-7:30pm.

(In the next couple of paragraphs provide additional details, making it as unique and exciting as possible. Include info about the artist and the theme of the show, plus the artist style or medium):

This newest Collection of paintings centers around the scenes and details of everyday life here in Colorado. From rugged Mountains to Red-Wing Blackbirds to the elegance of Sandhill Cranes, and soothing Aspen Forests. Kellie brings notice, color and funky freedom to all of this beauty.

Day's approach is a combination of connecting with the spirit of our natural world, wildly painting the things that move her, and conveying a vibrant energy to her viewers to lift their soul. She begins each painting by immersing herself in the outdoors. She then brings those visions back to her studio where she combines hand-made collage papers, acrylic paints and illustrative lines into colorful, textured “mixed media paintings”.

(Include an inspiring quote - use your own words!):

“Art is a celebration of our lives, and spiritual food for our souls. We collect Art because of how the paintings make us feel... and our inner beliefs that beauty has value because it lifts us up every day. Those of us here in Colorado live here because of the spectacular scenery and lifestyle, and sharing that with Art is part of surrounding ourselves with this beauty.” – Kellie Day

(Next add any additional info that give context, or credibility or interest, such as history, or collaborations.):

Kellie's mixed media paintings have been used by companies like Trader Joe's, The North Face, Alpinist Magazine, Alpine Bank and more. She mentors artists to create their own joyful creative lives, is an Art Educator for Golden Paints, and her work is collected internationally in both private and corporate collections.

(State where readers can find more information and KEEP IT UNDER ONE PAGE):
More information about the Artist and her work can be found at KellieDayArt.com

(End with ### centered):

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Other tips for getting your Press Release printed:

- Remember to look up the contact and send them to the appropriate emails for each publication, addressing the person by name.
- Have a clear writing style throughout.
- Include high quality photos.
- Be professional and proofread carefully.