



News Release

Date: **May 6, 2008**

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Headline: **Calling All Artists!**

MATTHEWS, NC – Matthews is seeking entries for its Matthews Alive! 2008 Festival Artwork. We are searching for unique art that reflects the theme of “Discover Matthews.”

Matthews Alive, Inc., in collaboration with the Matthews Artists Guild, invites artists to submit their work by June 2 at 3 p.m. Entry forms and complete details for submittal of the art is available at www.matthewsalive.org.

This year’s artwork should reflect the true essence of Matthews and the theme, “Discover Matthews”. Each artist is asked to capture the elements of Small Town Charm (churches, schools, hospitals and safe community), Historic Preservation (Matthews Community Center, Reid House, Renfrow’s Hardware), Progressive (always looking to the future, strategic development) and Festivals & Events (strong sense of community) – in their artwork. The website will have additional information on these themes.

The winner will receive a \$750 Purchase Award and the artwork will adorn all of the festival’s marketing collateral such as posters, t-shirts, advertising, event guides, etc.

The 16th Annual Matthews Alive! Festival will be held August 29-September 1. This four day family festival includes four live music stages, featuring everything from Beach, jazz, folk to gospel music. Over 150 regional artisans will participate in this event that draws over 150,000 people annually. The children’s entertainment area includes a large carnival, train rides, pony rides and the Family Fun Zone. The Southeast’s largest Labor Day Parade is also part of the event.

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