

**MEDIA ADVISORY**

**July 13, 2010**

***Exploits Valley Economic Development Corporation Announces  
Details on Art Ex***

The Exploits Valley Economic Development Corporation is pleased to announce initial details on ***Art Ex*** – a new and exciting visual arts experience for artists and art enthusiasts.

Art Ex will feature a series of interactive, visual events throughout communities in the Exploits Valley August 6-8, 2010.

Scheduled events include an Art Ex launch as well as workshops and demonstrations with local artists and craftspersons throughout the region. Art Historian, Dr. Gerard Curtis, will give an entertaining and informative talk on the history and theory of art, and visual artist Marlene Creates will lead two sessions (presented by VANL-CARFAC) entitled "Presenting Your Artwork Professionally" and "Grant-Writing for Visual Artists".

Art Ex will provide accessible, dynamic events to citizens and visitors to the Exploits Valley.

For ongoing updates and event scheduling, please refer to the Exploits Valley Economic Development Corporation website: [www.exploitsvalley.nf.ca](http://www.exploitsvalley.nf.ca)

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**BACKGROUND**

The Exploits Valley Economic Development Corporation (EVEDC) is one of 19 Regional Economic Development Boards operating in Newfoundland and Labrador.

Art Ex is an initiative of the EVEDC and will be an annual, regional event that celebrates the rich visual arts tradition in the Exploits Valley. The official pilot for Art Ex will be held in August 2011.

The vision of Art Ex is: to create a sustainable visual art cultural tourism experience within the Exploits Valley region that is authentic, rooted in place, and valuable to artists, participants, and the region. Art Ex is supported by the Department of Innovation, Trade and Rural Development and Atlantic Canada Opportunities Agency.