

FOR IMMEDIATE RELEASE

CONTACT: <Your Name>  
<Your Phone>; <Your Email>

**ARTISTS' SALE RAISES MONEY FOR HURRICANE RELIEF**

<YOUR CITY, Date>—Fifteen artists have joined forces to help raise money for victims of Hurricane Katrina. The <silent auction and sale> will take place on <Friday, October 7, from 6 to 10 p.m. at the New Gallery, 716 Main Street in downtown Smallville.> <If the venue is donating the space, you must make a big deal of it for them and get a quote from the owner.>

<Information about the artists, their work. Be sure to include quotes and specifics related to the relief efforts. If you have a personal connection to the tragedy, definitely mention it here.>

The artists have chosen <The American Red Cross> to be the recipient of their auction and sale. Each artist is donating 50-100% of the proceeds to relief efforts. <Optional: The artists received encouragement and organizational tools from Alyson B. Stanfield and ArtBizConnection.com.> Additional help is being provided by <caterers, donors, venue, anyone else who is helping.>

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Photos available upon request.

MEDIA ALERT

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what More than 30 paintings, sculptures, prints, and fine crafts  
by artists in the metro area.

where New Gallery  
716 Main Street  
Smallville

when Friday, October 7, 2005, 6 to 10 p.m.  
Silent auction will end at 9 p.m.

who <info about artists or organizers>

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