



2013 Media Kit

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ARTS AND CRAFTS FAIR TO BENEFIT THE COMMUNITY
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By Artists, for Artists

Helping to lead Bellevue's annual July 'Arts Fair Weekend' for 29 years!



Bellevue Festival of the Arts



© Alice Hayes, 2013

Each year, Northwest families and arts fans rejoice at the approach of July's highly anticipated Bellevue 'Arts Fair Weekend,' and for decades **The Bellevue Festival of the Arts** (www.bellevuefest.org) has played a leading role in the event!

The BFOA was founded nearly three decades ago, by artists and for artists, as one of a group of annual Summer arts and crafts fairs to be found around Bellevue. Now

this award-winning and ever-growing arts fair attracts over a hundred thousand attendees each year, and is heralded as one of the best in the country in its own right!

Along with two other acclaimed Bellevue arts fairs, The Bellevue Festival of the Arts is held on the last weekend of July each year in lovely downtown Bellevue, in a tradition that has grown to become the much-anticipated "**Bellevue Arts Fair Weekend**" that Puget Sound residents look forward to each year. Bringing downtown Bellevue to life in a joyous celebration of arts, crafts, fun and creativity, in 2011 all three fairs were awarded **Best Festival & Best Event** in *425 Magazine's* 'Best Of' issue.

Today, the BFOA has blossomed into a popular and high-profile event, attracting top artists and craftspeople, and thousands of eager audiences and families each year.

Continuing the celebration of creativity, food and fun, this year's Bellevue Festival of the Arts takes place from **July 26-28, 2013** and continues its tradition of wonderful, one-of-a-kind arts and crafts of almost any imaginable medium and variety, from paintings, photography and sculpture, to jewelry and textiles, pottery, handmade musical instruments, and more.



Nancy Eckels, 2013

A Rich Part of the Local Community



Aaron Barr, 2013

Beyond its acclaimed artistic excellence, what sets the BFOA apart is its ongoing and neverending commitment to charitable activities. The festival is a grassroots effort, made possible by artists, craftspeople, merchants, volunteers and members of the community. Founded and run by artists, the BFOA continues to support artists by keeping their costs low, charging a flat booth fee and taking no sales commission. In their names, this also enables the BFOA artists to give back to the community, with a history of giving dating back since the Festival's inception.

As of 2013, the Bellevue Festival of the Arts is now one of the Eastside's most exciting annual cultural events, and is consistently hailed as one of the most prestigious juried arts and crafts fairs in its own right nationwide.

And as always, the BFOA also features a wide array of tasty treats from some of the Northwest's most popular food and beverage providers. There's also live music to please almost any taste, with appearances by several popular local bands and musical groups. It's the perfect day for a family outing, and a celebration for old and young alike!

Founded by artists, for artists, the BFOA is an unforgettable event each July, in which the arts also help to shape and give back to the community itself.

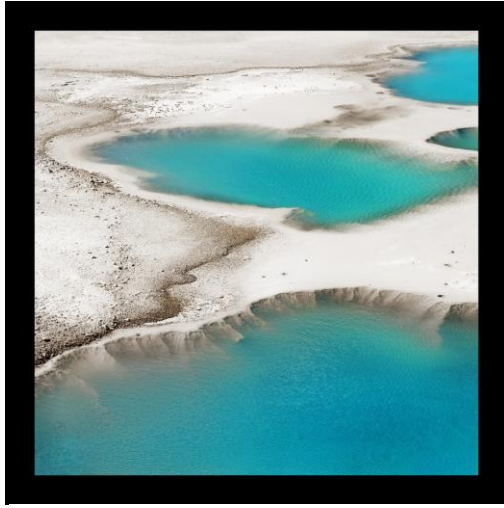
2013 FACTS AT A GLANCE

- What:** The Bellevue Festival of the Arts
When: July 26-28, 2013
Where: Outdoor show along NE 8th Street, at Bellevue Way NE.
Cost Plus World Market Lot (10300 NE 8th St)
Intersection of Bellevue Way NE and NE 8th St., across from Bellevue Square, Downtown Bellevue
Hours: Friday and Saturday, 10 a.m. to 8 p.m.,
Sunday, 10 a.m. to 6 p.m.
Price: Free!
Website: www.Bellevuefest.org



Jesse Link, 2013 Artist

An Arts Festival with a Difference



Steve Keating, 2013 Artist

A free event for nearly three decades now, the Bellevue Festival of the Arts is held each year under the deep blue skies of the Northwestern midsummer. The Festival offers a vibrant mix of arts and crafts, food and drink, culture and entertainment, and goes beyond as one of the Bellevue Community's most committed and supportive charitable participants, with proceeds from every annual event benefiting a multitude of worthy charities and endeavors – from worthy local organizations around Bellevue and the Eastside, across Lake Washington to Seattle – and internationally, as well!

The Bellevue Festival of the Arts features everything you could want in an Arts Festival, with unique, beautiful and affordable offerings from hundreds of the nation's most talented craftspeople, artists, and artisans, and in works and artists found nowhere else. It's also easy to find, thanks to its longtime location in the **Cost Plus World Market Parking Lot** (across from **Bellevue Square**).

While it takes place during one of the area's most popular and eagerly anticipated annual Arts Fair Weekends, the BFOA stands on its own, and proudly showcases works by a superb, diverse assortment of some of the best artists from around the Northwest, plus recognized participants from across the U.S. and Canada.

It now marks one of the Eastside's most exciting annual cultural events, offering a superb array of lovely, finely crafted items of every description, including jewelry, photography, textiles, glass, fine art, woodwork, pottery, sculpture, and much more – as well as the chance to meet the gifted artists who create them.



John Holm, 2013



Industry Recognition as One of the Nation's Best Juried Arts Fairs

Thanks to its skilled artists and enthusiastic crowds, the Bellevue Festival of the Arts is now one of Bellevue's leading and most eagerly anticipated annual cultural events. Once the upstart known as "the Rest of the Best Fest" nearly three decades back, the BFOA is now one of the top-ranked Fine Art Festivals in the nation, leaving behind its modest beginnings to become a dynamic and popular attraction in its own right. The BFOA attracts a wide range of tourists, arts collectors and aficionados, festival-goers, and media from across the Northwest each year.

After 29 years, the Bellevue Festival of the Arts also remains one of the most highly praised juried arts and crafts fairs in the country according to the AFSB™ annual list, consistently praised by *The Artfair Sourcebook*. Each successive season has seen a marked jump in attendance as well as media coverage, with notable press by *The Seattle Times*, *The Seattle Weekly*, *Seattle Magazine*, *Sunset Magazine*, as well as assorted Bellevue and Seattle-area print, online and TV and radio media.



Juli Adams, 2013



Selecting the Best

Each artist who participates in the Bellevue Festival of the Arts is the result of a careful and highly selective juried participation process in which only

the very best take part.

Every year, acclaimed and highly recognized artists and craftspeople from the local Northwest arts community review slides submitted by applicants. Selection criteria stress artists' creativity, technical skill and presentation. Additionally, an on-site jury evaluates artists' work and presentation on-site during the festival itself. Approximately 30% of those exhibiting are then reinvited to participate in the festival the following year.



Sean Goddard, 2013



© Alice Hayes, 2013

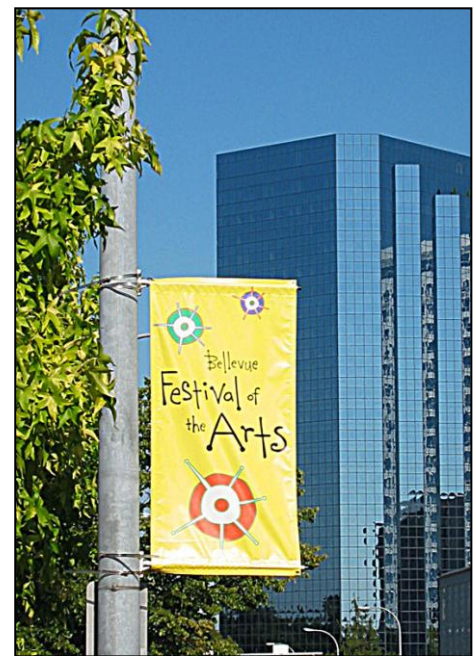
Location, Logistics, and Transportation



The Bellevue Festival of the Arts is located four miles east of Seattle, in downtown Bellevue, Washington (north of I-90 and South of 520).

The Festival is easy to find, taking place in the **Cost Plus Parking lot** (10300 Northeast 8th Street), at the intersection of Bellevue Way NE and NE 8th Street, directly north of Bellevue Square (and across the street from the **Bellevue Art Museum's Artsfair**) as part of **Bellevue Arts Fair Weekend**. Area transportation to the Festival is a breeze, with easy access via the South Kirkland and South Bellevue Park and Ride lots.

Paid parking is also affordable and convenient, with price varying by location, and available in many of Bellevue's downtown buildings, along with Bike Corral parking options available as well. It's just one more aspect of the BFOA that's easy and hassle-free, improving the experience for everyone, and ensuring that the day is happy and memorable for all.



Giving Back – Locally and Globally

Continuing a Tradition of Supporting Worthy Charities



Solar Cookers International demonstrates the building and use of alternative solar box cookers as a way to reduce environmental devastation and deforestation through the world.

For many years, the Bellevue Festival of the Arts has remained a loyal and vital supporter of the Eastside community around it, and in 2012 the Festival continued its tradition of distributing its net proceeds back to several vital local Seattle and Bellevue causes and organizations, as well as international causes.

“The BFOA continues to donate a portion of Festival proceeds to charity,” comments Ann Sutherland, “from local shelters and food banks, health clinics, **Fare Start**, and **Lifelong AIDS Alliance**, to youth programs, the **Craft Emergency Relief Fund**, **Solar Cookers International** and **Potters for Peace**.”

Past beneficiaries of the Bellevue Festival of the Arts include seven local shelters (including **New Beginnings** and **Seattle Emergency Housing**), six food banks including the **Pike Market Downtown Food Bank** and **Teen Feed**, three community centers including **The Seattle Indian Center**, four health-care organizations (including **Overlake Hospital** and **The Lifelong AIDS Alliance**) and seven youth programs, including **Heart and Soul**.

Internationally, the festival also gives to **SNDT**, a women's university in Mumbai, India which works with villages in Gujarat state. This rural development program organizes activities in the fields of education, health, skill training, awareness and income generation as well as legal aid. It has also assisted women to form their own cooperative “Kalyani.”

Solar Cookers International (SCI) spreads solar cooking awareness and skills worldwide, particularly in areas with plentiful sunshine and diminishing sources of cooking fuel. Since its founding in 1987, SCI has enabled over 30,000 families in Africa to cook with the sun's energy, freeing women and children from the burdens of gathering firewood and carrying it for miles.



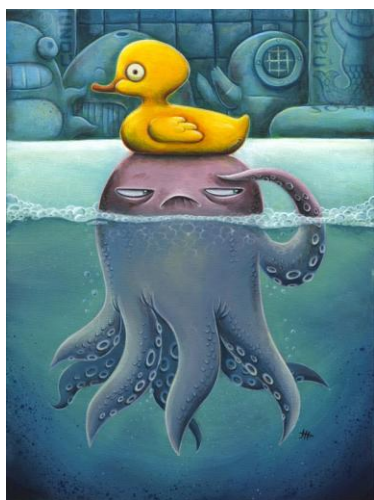
Sharrey Dore, 2013



A History of Leading Artists

Following is a list of just a few of the highly acclaimed artists who have taken part in the Bellevue Festival of the Arts over the past few years:

Nancy Eckels
Sean Goddard
Juli Adams
Justin Hillgrove
John Holm
Steve Keating
Cyndy Salisbury
Sharrey Dore
Jesse Link
Charan Sachar
Paul Sloan
Aaron Barr
Bob Wilfong
Paul Nzalamba
Gunter Reimnitz
Jana Grover



Justin Hillgrove, 2013



Charan Sachar, 2013

Eileen Sorg
Sharon Berube
Lyn & Randy Sedlak-Ford
Brett Varney
Frederick Prescott
Michel Tsouris
Elijah Burnett
Jason Napier
Glenn Dizon
Kate Larsson
Michael Leu
Sarena Mann
Albion Smith
Lance Carleton
Elijah Burnett
Sydni Sterling
Doug Landreth
Katy LaReau
Oluf Nielsen

Elizabeth Haughton
Brad Henry
Michael Colpitts
Sumati Colpitts
Michelle Raney
Laurant Vereecken
Kathy Ross
Carol Lebreton
Steve and Bonnie Harmston
Sharon Berube
Alex and Mona Szabados
CJ Hocket
Marcio Diaz
Amy Buettner
Tucker Glasgow
Rebecca Bashara
Sandra Whiting

... just to name a few!

Quotes from Participating Artists



Paul Sloan, 2013

"We have had good experiences at this festival, from Festival organizers, volunteers, and other artists, as well as the public who attends the festival," comments acrylic artist **Marcio Diaz**.

"I really, enjoy this show. The staff is wonderful and the quality of product is great," adds metal artist **Elijah Burnett**.

"We love this show and appreciate all the work by the BFOA," comments **Sarena Mann**, 3D multimedia artist.

"This is the best show we do, and we always look forward to coming back."

"This is a very balanced show. The works included are amazing, and I'm always very proud to be included," adds 2D multimedia artist **Eileen Sorg**.

"I have chosen to do the BFOA because:

1. I prefer the way your show is run -- there is a more personal feel to the show that allows me to be invested in helping it to be successful;
2. Your participation, availability, and kindness is apparent;
3. I prefer the outdoor setting and the hours;
4. The booth fee being a little less expensive helps, and so does the Festival's association with nonprofits.



Cyndy Salisbury, 2013

I think the quality is great, and you run a beautiful show." – **Lisa Kattenbraker**



A High-Flying Festival for 29 Years

With a rich 29-year history of successful events, beautiful works, and millions of attendees over decades, the Bellevue Festival of the Arts is continuing to thrive and grow – and it's getting better every year!

Superb Sponsorship Opportunities

Contact the BFOA today to become part of one of Bellevue's most exciting annual events, which features superb sponsorship opportunities, exciting charitable activities, and more acclaimed and unique artists than ever before. For companies and businesses seeking to brand themselves from Bellevue, to Seattle, to across the Northwest, while also showing their support for local artists and events, the BFOA is a sponsorship opportunity not to be missed.

The BFOA Difference

Thanks to a dedicated staff and volunteers, decades of hard work, a caring and generous community – and most of all, the fervent support of hundreds of thousands of artists and arts-appreciators, The Bellevue Festival of the Arts continues to thrive.

Visit the BFOA website today, at www.Bellevuefest.org to learn even more about the 2013 event and its upcoming festivities!

For businesses seeking to brand themselves from Bellevue, to Seattle, and beyond, the BFOA is a don't-miss sponsorship opportunity that also enables you to show your support for local arts and events!



Dona Reed, 2013

Festival Contacts

For more information on how you can be a part of The Bellevue Festival of the Arts and its endeavors as a sponsor, or to learn how you can help the organization to continue its legacy of intense and dedicated community support, please contact **Ann Sutherland**, at (206) 363-2048 or info@bellevuefest.org. Or check them out on Facebook, at [/BELLEVUEFEST!](https://www.facebook.com/BELLEVUEFEST)

For public relations queries, meanwhile, or for PR materials on the BFOA or images of some of the works featured from 2009 to 2013, please contact publicist **Angela Mitchell**, at (904) 982-8043 or Paramitch@aol.com.



Bellevue Festival of the Arts

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