FOR IMMEDIATE RELEASE

3RD ANNUAL PLEIN AIR ART FESTIVAL & SILENT AUCTION.

FINGER LAKES, NEW YORK (APRIL 1, 2014) – For many years the Finger Lakes region has inspired many local artists with its bountiful natural beauty and world-class wines. Since the first annual Plein Air Arts Festival in 2012, the eastern shore of Seneca Lake has provided a warm atmosphere and stunning backdrop for many artists' works. Now in its third year, the festival will once again invite local artists to create artwork *en plein air* (in open air) throughout the day, followed by an art reception and auction later in the evening, accompanied by live music with local food and wine.

The Plein Air Art Festival is a public event scheduled for Saturday, July 26, 2014, along the eastern side of Seneca Lake. Between 7am and 3pm, artists will be scheduled to create works of art at various wineries, including Atwater Vineyards, Damiani Wine Cellars, Leidenfrost Vineyards, Sheldrake Point Winery on Seneca, and Two Goats Brewing. A reception for the day's *plein air* artwork will take place from 5pm until 10pm, and a silent auction will be held from 5pm until 7pm, both will be hosted at Damiani Wine Cellars, located in Burdett, New York.

Throughout the evening, local food will be available for purchase from Stonecat Café, an organic and regionally-focused restaurant based in Hector, New York. An eclectic assortment of wines will be available to purchase by the glass from all participating wineries. Live music from local jazz band, Professor Tuesday, will kick-off Plein Air Festival's evening activities, and will be followed-up by the Ithaca-based afro-funk band, Big Mean Sound Machine.

FOR ARTISTS: All artists working in any medium are welcome to apply at damianiwinecellars.com, or sign-up at the Damiani Wine Cellars Tasting Room. Artist applications will be accepted until July 15 and is limited to 40 artists. An early registration artist fee of $30 will be required during sign-up from April 1-April 30; while the fee for May 1-July 15 is $40.

TICKETS: Tickets will be available for $7/per person through damianiwinecellars.com. Tickets may also be purchased at the door for $12/per person (21+) and $8/per person (under 21).

For more information please contact Allison DeDominick of ARTe: Finger Lakes Art Coordination.

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