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The Greenwich Arts Council
Presented Art to the Avenue Preview Days
March 5 and 6

IN DOWNTOWN GREENWICH, ART MEANS BUSINESS!

Spring is just around the corner and so is *Art to the Avenue* - the Greenwich Arts Council's annual celebration of art, when Greenwich Avenue is turned into a strolling gallery. This year *Art to the Avenue* will run from May 3 to May 28, and marks the 10th Anniversary of this eagerly anticipated program. Once again, People's Bank is the lead sponsor. To date, the other major sponsors include Prudential Connecticut Realty, Thomas Henkelmann - Homestead Inn, Delamar Greenwich Harbor, Troy Art & Framing, Design Within Reach, Beam & Barre, and Hersam Acorn Publishing. Greenwich Magazine will once again be our print media sponsor and WSTC Cox Radio will provide public service announcements. The Greenwich Time/Stamford Advocate has been a longtime partner for Art to the Avenue and will again join the Greenwich Arts Council in presenting this year's "spring celebration of the arts" here in Greenwich.

The festivities for *Art to the Avenue* began this past Monday and Tuesday, March 5 & 6, with a special **Artist and Retailer Preview**, held at the Greenwich Arts Council, 299 Greenwich Avenue. A special reception for the participating artists and retailers, hosted by Riina's Fresco Café, immediately followed. The preview provides an opportunity for retailers to view representative art works and choose the artists they'll exhibit in the month-long show.

There are already over 100 painters, photographers and sculptors signed on and we encourage our friendly neighborhood retailers to get on board because the crowds that attend *Art to the Avenue* benefit both artists and businesses.

Besides supporting the Arts Council and local artists, retailers' participation sends a message to the Greenwich community and to their customers that retailers believe in the importance of art in our daily lives.

Retailers are invited to register for *Art to the Avenue* by calling the Greenwich Arts Council office at 622-3998. By partnering with the business community and artists, the 10th Anniversary of *Art to the Avenue*, will be the best-ever celebration of the arts in Greenwich.

Further information is available by calling the Greenwich Arts Council at 203-622-3998 or by logging onto www.greenwicharts.org. The Greenwich Arts Council promotes the arts by nurturing artists and building audiences.