



CITY OF PASO ROBLES  
March 20, 2009  
FOR IMMEDIATE RELEASE

### **The First Ever Paso Robles Festival of the Arts**

Paso Robles, CA – The City of Paso Robles has joined forces with Studios on the Park to announce the first ever **Paso Robles Festival of the Arts**.

This inaugural event takes place on Saturday, May 23, 2009 and celebrates both the arts and the environment with a special exhibition of art honoring the Salinas River Corridor Project. The event kicks off at 9:00AM with a Plein Air Quick Draw Competition and Auction, followed by a fine art exhibition, art demonstrations, a public mural project, hands-on children's art classrooms, live music and performances, and an afternoon concert. Free scenic educational tours of the beautiful Salinas River Corridor will take place throughout the day.

"This is probably the biggest news for the arts in Paso Robles history," stated Barbara Partridge, a board member for Studios on the Park and Chair of the Festival planning committee. "To be able to announce an event of this caliber to the community feels like the beginning of a new era. The Festival will make for a fun introduction to art for kids, and adults will be impressed by the talent of the artists who are participating. To attract this many acclaimed artists to a first-time event is virtually unheard-of and to have the community involvement that we are experiencing is very exciting."

"I think locals and visitors will be surprised by the scope of the Festival of the Arts and will enjoy the many, many activities available," stated Mayor Duane Picanco. "Paso Robles can really benefit from this cultural event and what Studios on the Park is planning fits in perfectly with the City's Economic Strategy and the goals the community has stated are important to them: the arts, the Salinas River Corridor Project, and promoting the great attributes of our historic downtown."

The City of Paso Robles is sponsoring the Festival of the Arts also to raise awareness of a beneficial opportunity to purchase private lands within the Salinas River Corridor with a \$4 million clean water grant. "This is a unique circumstance for the City of Paso Robles," stated Meg Williamson, Assistant City Manager. "With the *Follow the River Paint the Dream* theme for the Festival and the educational components of the event focused on the river environment, much of the staff and community volunteer time devoted to this event qualifies as an in-kind match for the grant. This is definitely a positive turn of events for the Salinas River Corridor Project. We hope that the community will come out and see the artists' interpretation of the river, learn a bit about the River project and have a great time with the hands-on art activities and live entertainment."

Admission to the Paso Robles Festival of the Arts is free and all ages are welcome. The event starts at 9:00AM and activities will end at 4:00PM, followed by a free Concert in the Park. A website for the festival with information on the Salinas River Corridor Project is currently under construction, for now you can get more information at [www.prcity.com/fota](http://www.prcity.com/fota)

Other event sponsors include the Paso Robles Senior Advisory Committee, The REC Foundation, the Paso Robles Library Foundation and the Paso Robles Wine Country Alliance.

*In addition to the Festival of the Arts, other events in Paso Robles on Memorial Day Weekend include the Paso Robles Classic Collector Car Auction at River Oaks Hot Springs and the Great Western Bicycle Rally at the Paso Robles Event Center. For more information, go to [www.travelpaso.com](http://www.travelpaso.com)*