

August 15, 2009



Dear Floral Artist:

Showcase your floral talents at Phoenix Art Museum!

The Phoenix Art Museum League is thrilled to invite you to participate in its sixth annual **Arts & Flowers**[®] exhibition at Phoenix Art Museum March 4 - 7, 2010. This much anticipated, widely attended and publicized event pairs inspired floral designs that interpret and capture the essence of a selected artwork with paintings or objects on display at the Museum. The results of your exceptional talents are always spectacular!

Proceeds from Arts & Flowers and the League's other events benefit the Museum.

During the weekend, Museum visitors make their selection for "*People's Choice*." As a floral artist, you also may elect to have your floral design judged by a diverse panel of professionals from the Museum, the art world, Arizona State Florists' Association, garden clubs and members of the League. Based on established criteria, the top three contributors in the categories of "*Best Floral Interpretation*" and "*Most Creative*" are recognized.

Arts & Flowers[®] designers are the League's guests at the **Meet the Designer** event on Wednesday evening, November 18, 2009, and at the ***It's a Wrap!* Recognition Celebration** on Sunday, March 7, 2010, where award winners and floral artist participants are honored. Winners' names are posted on the League's website and included in future Arts & Flowers media releases.

Enclosed is an ***Intent to Participate Form***. Please complete and return it by **October 1, 2009**. ***As we expand designer participation, we want to be sure you are included.*** Having your artistic design on view is a unique personal and professional opportunity—in 2009, there were over 4000 visitors to the Museum during the four-day event. Additional benefits to you as an Arts & Flowers participant are enclosed. Note that your floral arrangement(s) is tax-deductible as a charitable donation.

Welcome to Arts & Flowers 2010!

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Phoenix Art Museum
LEAGUE

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