



PRESS RELEASE artist draft

Date: ? July/August 2017

[Heading: make it an eye catching idea and mention geographic location]

e.g. Porthmadog Printer Pioneers Artistic Process

Paragraph 1. Who, what, where, when, why. What's unique about the event/activity or what has the most impact? Is it the first of its kind, the biggest, the cleverest etc. Include a local angle, mention local place name and if relevant how many people are involved
e.g. From xx – xx September 2017 twenty six artists from Porthmadog, Caernarfon and Barmouth will be opening up their studios to the public for the first time as part of North Wales's 12th annual Open Studios event.

Paragraph 2. Expand details about how the event has come about or why it's happening - include a mention for partner organisations as below.

This event is funded by the Arts Council Wales, supported by the National Lottery, and is sponsored by the Welsh Government plus support from the local Authorities across North Wales has allowed the development of the Helfa Gelf Art Trail.

(You **MUST** put this sentence in!)

Paragraph 3. Keep all paragraphs short, no more than 5-6 lines for each.

This is the detailed bit where you can flesh out what is actually happening and tell the story. You may only need one or two paragraphs if it's just you, but if there are 6 artists or more together, try and keep to a max of 4 short paragraphs or the journo will get bored and/or edit heavily.

Expand on 'who' 'where' 'what' 'when' for each artist or event - mention specific names and locations, what is actually happening during the opening of your studios e.g events, tea, cakes, performance, workshops, special sales, parking etc.

Always keep it really clear and concise, don't get carried away with minute detail – nice

broad strokes and a couple of well chosen adjectives will do. Remember who, what, where and when!

Paragraph 4 or 5-8! Pop in quotes people – If you are spread across several villages and towns try and get two quotes from two artists in different villages rather than in the same village.

Introduce the quote e.g.

Eleri Jones, artist, printmaker and Illustrator, Porthmadog says:

“Think about what the project means, why it’s exciting, why you are working together, what does the scheme mean for you and in particular for the community and the public.”

Paragraph 7, 8 or 9. Reiterate times, dates, website details, venue, contact name and number/email if relevant]

Always finish with the Open Studios website address:

The Helfa Gelf Art Trail takes place in Gwynedd, Conwy, Denbighshire, Flintshire and Wrexham counties from Friday to Sunday throughout September 2017. For further information about the event please view our website at <https://helfagelf.co.uk/>

ENDS

Pictures/Images and titles

Image name

Image title: Eleri Jones, artist, printmaker and Illustrator <http://www.elerijonesartist.co.uk/>

Mrs Jo Quinney, Q Marketing & PR Ltd, Symudol / Mob: 07748 155 116

Nodiadau i Olygyddion / Notes to Editors:

Helfa Gelf Art Trail takes place in Gwynedd, Conwy, Denbighshire, Flintshire and Wrexham counties from Friday to Sunday throughout September 2017.

Studios are open from 11am–5pm

For further details, images and information about the studios go to www.helfagelf.co.uk