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**MATTIE KELLY ARTS FOUNDATION EXTENDS
AN OPEN CALL FOR VISUAL ARTISTS & SPONSOR SUPPORT**

22nd Annual Festival of the Arts to Award \$10,000 in Cash Prize Awards

DESTIN, FLA (April 25, 2017) — Mattie Kelly Arts Foundation (MKAF) announces a call for artists for its 22nd Annual Festival of the Arts. This year's Festival will be held October 28-29, 2017 throughout the grounds of the Mattie Kelly Cultural Arts Village in Destin, Florida on the Northwest Florida Gulf Coast.

MKAF has a rich history of this award-winning fine art festival, dating back to 1995, and this year it enters its fifth year of staging art on the lawn of the spacious Village Green and live music on stage at the contemporary Dugas Pavilion located within the scenic MKAF Cultural Arts Village. The Festival site is on nearly seven acres of expansive green space and can accommodate 105 artist booths and other festival amenities for this regional juried fine arts and music festival.

"We welcomed approximately 6,000 art lovers to see our exhibits of more than 100 juried artists representing a diverse palette of artistic styles in many different art mediums last year," said MKAF Artist Market Chair Deb Nissley. "We are proud of the caliber of art in our event and we were thrilled to recognize 28 artists hailing from 16 different cities with \$10,000 in cash prizes for artwork representing 13 different art mediums."

Artist applications and poster competition entries are now being accepted for the MKAF's 22nd annual Festival of the Arts.

Artists will compete for \$10,000 in cash awards. Artist entry fees include a \$30 non-refundable jury fee and \$200 booth fee.

The winning design for the official poster competition will become the signature artwork reproduced on festival t-shirts, posters, marketing collateral, specialty merchandise and prominently displayed on the cover of the official Festival of the Arts guide with a distribution of more than 30,000. Just one component of a comprehensive marketing campaign MKAF will launch surrounding the event.

A \$500 cash prize will be awarded to the winning artist's design. The artist entry and poster contest application deadline is June 26, 2017.

For Artist Application, Rules of Participation and Poster Entry Form, visit online at mattiekellyartsfoundation.org.

MKAF events are made possible with the generous support of local businesses. Several sponsorship opportunities are available for the 2017 Festival of the Arts. For more information, contact MKAF CEO Marcia Hull at (850) 650-2226.

For more information, call (850) 650-2226, email info@mattiekellyartsfoundation.org or visit www.mattiekellyartsfoundation.org.

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ABOUT MATTIE KELLY ARTS FOUNDATION

Mattie Kelly Arts Foundation (MKAF), a 501-c-3 not-for-profit charitable arts organization, was founded on the cultural, educational and spiritual beliefs of the late Destin matriarch, Mattie Kelly. MKAF's mission is Northwest Florida's champion of cultural arts and arts education for all. Since it formed in 1995, its art programs have reached and inspired more than 300,000 children in over 61 schools, and United Way agencies, children and adults with special needs, and wounded warriors.

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