

The Arizona Art Alliance (<http://www.azartalliance.com>) cordially invites the public to attend a **FREE** special expanded Holiday Exhibition Show at their Scottsdale Pavilion's art gallery "**Art Alliance Gallery - Fine Art**" located at 9011 E. Indian Bend, Suite E-1, Scottsdale, Arizona (next to Sports Authority). The Holiday Show begins December 3 and runs through December 23, 2010 with special hours designed to accommodate holiday shopping. The three-week expanded show will feature artwork from over **100 Arizona juried artists**, and over **200 pieces of original 2- and 3D art including sculpture, jewelry, and handmade greeting cards**, plus throughout the three-weeks, there will be art demonstrations and workshops. A posthumous Alliance Lifetime Achievement award will be awarded to **Kenneth M. Freeman, the "Rembrandt of the Rodeo"** on Saturday, December 4, during the planned artists' reception. Please see the below press release for further details. If you have any questions, interview requests, or a need for images, please let me know.

Sincerely,
Tammy Romer
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FOR IMMEDIATE RELEASE

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THE ARIZONA ART ALLIANCE ANNOUNCES ITS SPECIAL HOLIDAY SHOW TO TAKE PLACE AT ITS PERMANENT GALLERY

Saturday December 4 Special Events

Artists' Reception Lifetime Achievement Award

Scottsdale, Arizona (October 22, 2010): The Arizona Art Alliance cordially invites the public to attend its **FREE** Holiday Show at their Scottsdale art gallery "Art Alliance Gallery - Fine Art" located at the Scottsdale Pavilions Shopping Center (<http://www.scottsdalepavilions.com/>), 9011 E. Indian Bend, Suite E-1 (next to Sports Authority), Scottsdale, Arizona. The show begins Friday, December 3 and will run through Thursday, December 23, 2010. The three-week special expanded exhibit show will feature

artwork from over 100 Arizona juried artists, and over 200 pieces of original 2- and 3D art including sculpture, jewelry, handmade greeting cards, plus throughout the three-weeks, there will be art demonstrations and workshops.

Kenneth M. Freeman the “Rembrandt of the Rodeo” to Receive Posthumous Alliance Lifetime Achievement Award

The Alliance will present **Bonnie Adams**, wife of [Ken Freeman](#), and curator of the Kenneth M. Freeman Legacy with the Alliance’s Lifetime Achievement Award. Mr. Freeman, affectionately known as the “Rembrandt of the Rodeo” enjoyed a long and honored career as a celebrated illustrator and artist. He was a past winner of the Salmagundi Show in New York City, the Union League Club of Chicago, was the Parada del Sol Rodeo Scottsdale official artist five times, and a past painting was selected for the 1988 Prescott Centennial Rodeo. He produced several custom portraits for the Festival of the West including John Wayne, John Smith, Robert Fuller & Waylon Jennings. He was also famous for painting original art for the Hashknife Pony Express ride three years running from which posters were produced and sold in the post offices. **Senator Jon Kyl**, of Arizona, chose two of these posters for display in the Library of Congress and these were included in the Legacy Project. In addition, **former First Lady Barbara Bush** invited Mr. Freeman to show at the **Smithsonian Institute** in conjunction with the planned Native American Museum extravaganza. In addition to creating book covers for **Louis L'Amour** and other Western authors, Mr. Freeman produced original art for Hamilton Collectibles. Kenneth M. Freeman was featured in a one-man show in Milan, Italy, in 2007 at the Fondazione Metropolitan.

The Alliance Gallery Provides Much Needed Year-Around Space

The *Art Alliance Gallery-Fine Art* is a beautiful 6,000 square foot art and education venue featuring a variety types and mediums from Arizona juried artists. Many of the Alliances’ artists enjoy world recognition and have exhibited their artworks in galleries and museums around the globe. The gallery is open Wednesday through Sunday, 11-7pm and offers plenty of free parking.

The Arizona Art Alliance is an all-volunteer 501(c)(3) non-profit art organization comprising over 4,500 artists from 31 Arizona art groups, guilds, and leagues. Founded by local artists in 2000, the Arizona Art Alliance is committed to the promotion and appreciation of fine art and the enrichment that art brings to the community. The Alliance also conducts charitable art education and art mentoring programs that benefit the lives of disadvantaged and disabled youth as well as seniors at risk.

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Such programs illustrate the spirit of volunteerism to which the Arizona Art Alliance and its members are so dedicated. The proceeds from art sales and donations help to make such charitable community programs (<http://www.azartalliance.com/outreach.html>) possible.

For more information about the Arizona Art Alliance visit [azartalliance.com](http://www.azartalliance.com) or call 602.503.1686.

The Arizona Art Alliance...Enriching Life Through Art

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About the Arizona Art Alliance

The Arizona Art Alliance is a non-profit organization of over 4,500 artists from more than 31 statewide art groups. Founded in 2000, the Alliance is committed to the promotion and appreciation of fine art and the enrichment that art brings to the community. As part of its community enrichment commitments, the Alliance sponsors community outreach programs such as: Caring Through Art: a joint effort with Desert Sage Artists, this art education program benefits disabled seniors and Alzheimer residents at Life Care of Paradise Valley; Kids Count: A Special Education Alternative Art program for the physically and mentally challenged students at all grade levels at the Cave Creek Unified School District; and Spirit of Art: Partnering with Paradise Valley Artists League adopted the Valley of the Sun School to provide funding for art supplies for the school. Operating as a 501 (c) (3) non-profit, the Alliance is made possible through annual membership dues and generous corporate, private and state donations. For more information about the Arizona Art Alliance, visit <http://www.azartalliance.com> or call 602.503.1686.

About Kenneth M. Freeman

<http://www.kennethmfreeman.com>

FROM HIS SITE

Works of Kenneth M. Freeman are in the permanent collection of the Smithsonian Museum, Library of Congress, American Art Academy, and Booth Museum as well as distinguished private collections. Accolades include winning competitions at the San Diego Museum of Art, the Hubbard Museum of Art, the Illinois State Fair, the *Salmagundi Show* in New York City, the Union League Club of Chicago, being chosen five times as artist for the Parada Del Sol Rodeo in Scottsdale, AZ and having a painting selected for the 1988 Prescott Centennial Rodeo. He was an illustrator for authors like Louis L'Amour. Ken was known affectionately as "*Rembrandt of the Rodeo*" by members of the press. First Lady Barbara Bush, impressed with Ken Freeman's southwestern art, invited him to show at the Smithsonian Institute in conjunction with the *Native American Museum Extravaganza*. Ken also had a one-man show in 2007 in Milan, Italy at Fondazione Metropolitan. For more information contact Dianemarie (DM) Collins at 623.825.9122 email: dm@dmproductionsllc.com, visit www.kennethmfreeman.com.