

The Arizona Art Alliance (<http://www.azartalliance.com>) kicked off its **FREE** special expanded Holiday Show & Sale at their Scottsdale Pavilion's art gallery "**Art Alliance Gallery - Fine Art**" Saturday, Dec 4, with an artists' reception, live entertainment, the honoring of Kenneth M. Freeman with the Alliance's Lifetime Achievement Award, and the awarding of the President, Chairman and People's Choice awards. **The Show & Sale began December 3 and continues through December 23, 2010** with special hours designed to accommodate holiday shopping. The three-week expanded show and sale features artwork from over 100 Arizona juried artists. **Proceeds from the gallery sales fund the Alliance's Community Outreach Programs, benefiting youth at risk, disabled and Alzheimer's seniors, and physically and mentally challenged students.** Please see the below press release for further details and high-resolution images. If you have any questions, interview requests, or need further imagery, please let me know.

Sincerely,
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FOR IMMEDIATE RELEASE

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**THE ARIZONA ART ALLIANCE HONORS KENNETH M. FREEMAN, THE
REMBRANDT OF THE RODEO, WITH A LIFETIME ACHIEVEMENT AWARD**

Saturday December 4, 2010

**Three Valley Artists Receive Recognition
Gallery Sales Continue to Fund Much Needed Outreach Programs**

Scottsdale, Arizona (December 8, 2010): The Arizona Art Alliance (<http://www.azartalliance.com>) kicked off its **FREE** special expanded Holiday Show & Sale at their Scottsdale Pavilion's art gallery "Art Alliance Gallery - Fine Art" Saturday, Dec 4, with an artists' reception, live entertainment, the honoring of Kenneth M. Freeman with the Alliance's Lifetime Achievement Award, and the awarding of the President, Chairman and People's Choice awards. The three-week special expanded exhibit show & sale features artwork from over 100 Arizona juried artists.

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Alliance Honors Kenneth M. Freeman the “Rembrandt of the Rodeo” with a Posthumous Lifetime Achievement Award

Saturday, December 4th, during the Alliance artists’ reception, Bonnie Adams, wife of [Kenneth M. Freeman](#), and the curator of the Kenneth M. Freeman Legacy, accepted the Alliance’s Lifetime Achievement Award honoring Mr. Freeman for his contributions to the Alliance and for a lifetime of influence to the art of the West. Following brief opening remarks by Alliance Founder and Chairman, John Fontana, Mr. Alan Arne, Alliance Acting-President, presided over the award’s ceremony. “Kenneth M. Freeman was a Master of Masters in the European tradition of 400 years past. However, it was his choice and his fate to spend his life producing beautiful images of Native American and Western art with love and respect in his brush and in his heart. A grateful nation salutes him and will revere him for centuries. His like will seldom be seen again, said Mr. Arne. Upon accepting the award Ms. Adams said, “The Lifetime Achievement Award from the Arizona Art Alliance is very important to the Legacy of Kenneth M. Freeman. It is the culmination of a year of accolades, museum exhibitions, and major awards for Ken although this award was *especially* significant since Ken was an important part of the Arizona artist community. As the curator of the Kenneth M. Freeman Legacy, I am humbled at the recognition the Alliance has bestowed upon his body of work.”

Three Arizona Artists Receive Deserved Recognition

As part of the evening’s festivities, the Alliance bestowed President, Chairman and People’s Choice awards to three Arizona artists. The President’s award was awarded to [Evelyn Woodward](#) in recognition of her overall body of work. Ms. Woodward paints a variety of subjects including seascapes, old barns, portraits, animals, florals, and desert scenes. Ms. Woodward’s paintings hang in collections throughout the world, including those of politicians, celebrities, and corporate executives. The Board Chairman’s award went to [Willi Waltrip](#). A winner of over 43 awards, Ms. Waltrip is a juried member in the Arizona Artist Guild as well as the Alliance, and was voted 2010’s Scottsdale Artist of the year by the Scottsdale Artist League. In 2010 her art was included in the Arizona State Fair, and could be seen at the West Valley Art Museum, and Arizona State University’s Gammage Auditorium.

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Her paintings incorporate movement and the spirit of her subjects, striving to go beyond portraiture and inviting the viewer to live their own adventures. [Rita Brusso](#) of Scottsdale received the People's Choice Award for her painting, *Creation*, oil on canvas. Ms. Brusso attended the Art Institute in Chicago and has exhibited her paintings in galleries and shows throughout the Chicago area. After moving to Arizona in 2000, she became a member of the Scottsdale Artists League, and was accepted as a juried artist by the Arizona Art Alliance. Ms. Brusso's inspiration of flowing lines, shapes, color and light translate to her canvases via oil paints applied with brush and palette knife. She uses large canvases to create a sense of presence within the scene, and she draws on both soft and vivid colors to reveal emotions in her paintings.

The Alliance Gallery Provides Year-Around Exhibition 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. The Arizona Art Alliance is a 501(c)(3) non-profit art organization comprising over 4,000 artists from 32 Arizona art groups. 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 conducts charitable art education and art mentoring programs that benefit the lives of disadvantaged and disabled youth as well as seniors at risk. 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.