

PRESS RELEASE

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FOR IMMEDIATE RELEASE

THE ARIZONA ART ALLIANCE ANNOUNCES THE GRAND OPENING OF THEIR NEW FINE ART GALLERY

Saturday October 2 Special Events

Live Charity Auction to Benefit a Valley Non-profit Artists' Reception Lifetime Achievement Award

Scottsdale, Arizona (August --, 2010): The Arizona Art Alliance cordially invites the public to attend its **FREE** Grand Opening of their new Scottsdale Art Gallery "Art Alliance Gallery - Fine Art" located at the Scottsdale Pavilions Shopping Center, 9011 E. Indian Bend, Suite E-1 (next to Sports Authority), Scottsdale, Arizona, beginning Friday, October 1 and running through Sunday, October 3, 2010. The three-day Grand Opening will feature art demonstrations, artist talks and demos, special guests, and many other exciting art activities.

Live Auction to Benefit Valley Outreach Program

On Saturday, October 2, the Alliance will host an artists' reception, from 6 - 9 p.m. Members of the Alliance, special guests, and collectors will have an opportunity to meet and learn more about individual artworks. After the reception, the Alliance will host an auction to benefit an Alliance community outreach program. Alliance member organizations and their artists will donate the auction items including oil and acrylic and mixed media paintings, sculpture, and jewelry. All proceeds from the auction will go to benefit one of the Alliance's long-standing, community outreach programs. To learn more about the Alliance's seven outreach programs, please visit <http://www.azartalliance.com/outreach.html>).

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Renowned Aviation Artist Robert McCall to be Honored with an Alliance Lifetime Achievement Award

The Alliance will present Louise McCall, wife of Robert McCall (<http://www.mccallstudios.com/>), with a Lifetime Achievement Award. The Alliance and Mr. McCall enjoyed a long, rich and supportive relationship. Mr. McCall, the founder of The American Society of Aviation Artists, was inducted into the Society of Illustrators "Hall of Fame"- New York, as well as the Arizona Hall of Fame, served on several arts related boards, and was the recipient of numerous award and recognition during his storied career. A friend of the Alliance, Mr. McCall was always available lending his expansive artistic expertise and appearing at our semi-annual shows, exhibiting his original artwork and signing prints for our many avid collectors. He generously provided the introduction to the Alliance's publicity video (<http://www.youtube.com/watch?v=nU8dV9RJdb8>).

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 many 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, 11-5pm (summer hours) and offers plenty of free parking.

The Arizona Art Alliance is an all-volunteer 501(c)(3) non-profit art organization comprising over 4,000 artists from 28 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 domestic abuse victims, and seniors at risk. 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 possible.

For more information about the Arizona Art Alliance visit azartalliance.com or call 602-870-7610.

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About the Arizona Art Alliance

The Arizona Art Alliance is a non-profit organization of over 4,000 artists from more than 28 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 www.azartAlliance.com or call 602.788.6349.

About Robert McCall

<http://www.mccallstudios.com/>

FROM HIS SITE

The works of Robert McCall are a rich tapestry that encompasses more than just the history of space exploration and visions of the future. Robert McCall has done more than any other artist to enable Americans to visualize their nation's presence in space. He has illustrated all of America's finest moments, from the first manned space flight of Alan Shepard aboard Mercury 1 to Neil Armstrong's first steps on the Moon; from the U.S.-Soviet joint Apollo-Soyuz mission to the most recent launches of the space shuttle. Ten million people a year admire his massive six-story-high mural in the National Air and Space Museum in Washington, D.C.; he has created stamps for the U.S. Postal Service that commemorate the space program. McCall has documented the NASA space program for more than thirty-five years. NASA's provision of this 'front row seat' has allowed him to personally witness mankind's progress and turn it into the magnificent renderings that link us together as residents of Planet Earth. For more information visit <http://www.mccallstudios.com/> or call: 408) 683-2502.

About the chosen Outreach Program

Hope for Women empowers women to embrace their inner strength while providing joy and stress relief as they conquer obstacles within their personal journey. Hope For Women Arts provides services in the performing arts, poetry, resources, skills, and information and education. We aim to inspire WOMEN to realize their personal growth potential and become self-respected, independent, and joyful members of society, ultimately improving their quality of life. We are dedicated to helping women and children become more intuit within their own beliefs, strengths with trust, by learning how to gather the information needed to make a sound and good decision. Hope for Women Arts embodies a volunteer network to include professionals and assistants who are genuinely committed in assisting women to embrace their inherent creativity through art. For more information visit: <http://hopeforwomenarts.org/default.aspx> or call 000.000.0000.