

PRESS RELEASE

CONTACTS:
Tammy Romer
Marketing Manager
602 503 1686
info@azartalliance.com

FOR IMMEDIATE RELEASE

THE ARIZONA ART ALLIANCE HONORED ROBERT MCCALL WITH POSTHUMOUS LIFETIME ACHIEVEMENT AWARD

Silent Charity Auction to Benefit Alliance Community Outreach Programs Raises over \$1,000 in Under 2 hours

Scottsdale, Arizona (October 7, 2010): The Arizona Art Alliance held its Gala Grand Opening Weekend, October 1-3 at 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. Over 500 people attended throughout the three-day event which, featured art demonstrations, an artists' reception, live music, a silent auction, and the awarding of the Alliance Lifetime Achievement Award.

Silent Auction to Benefit Valley Outreach Programs

On Saturday, October 2, the Alliance hosted an artists' reception, from 6:30 – 9pm. Members of the Alliance, special guests, art collectors, and members of the public had an opportunity to meet the exhibiting artists and Alliance members and board. At the same time, a silent auction took place with more than 30 donated artworks up for bid. In just under two hours, the silent auction netted over \$1,000 all of which will go to continue the funding of the Alliance community outreach programs including: Extra Special Art, Caring Thru Art, Spirit of Art, and Opportunity House.

Renowned Aviation Artist Robert McCall Honored Posthumously with the Alliance's Lifetime Achievement Award

The Alliance presented Louise McCall, wife and artist, of the late Robert McCall with the Alliance's Lifetime Achievement Award.

--MORE--

John Fontana, Founder and Chairman of the Alliance, presented the award to Mrs. McCall noting that Robert McCall contributed greatly to the Alliance over the years and was integral to the Alliance's past shows successes. Mrs. McCall graciously accepted the award on Mr. McCall's behalf saying, "He would be so proud and thankful to have been recognized by the Alliance."

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. Such programs illustrate the spirit of volunteerism to which the Arizona Art Alliance and its members are so dedicated. The proceeds from art gallery sales and donations help to make such charitable community programs possible.

For more information about the Arizona Art Alliance visit azartalliance.com or call 602.503.1686.

Enriching Life Through Art

--END--

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; 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; Extra Special Art and the Desert Artists addresses the challenges of special children from Cave Creek and Scottsdale Unified School Districts, and Art League West's Opportunity House, a summer program of free art classes for Avondale area students. 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.

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.