



1st weekend in December | info@FloridaArtsTour.com

a free, self-guiding tour through Central Florida to artist studios and cultural venues... WWW.FLORIDAARTSTOUR.COM

FOR IMMEDIATE RELEASE

Lake County Tour Route Expands to DeLand, Lake Helen, DeLeon Springs

November 5, 2014: Off The Beaten Path Florida Arts Tour announces its expansion from Lake County (Mount Dora, Eustis, Umatilla, Leesburg, Tavares, Sorrento) to DeLand, Lake Helen and DeLeon Springs.

"We are thrilled by our cultural partnership with DeLand. The Tour was created as an invitational event to ultimately reach across the state connecting professional studios and cultural not-for-profits that are "off the beaten path". DeLand, neighboring city to Lake County, is a natural first step for growth. This collaboration creates greater exposure for all of the Tour stops as well as serving the vision for cultural tourism by inviting visitors to explore the "off the beaten path" towns we call home." -- cofounders Brenda Heim, Kace Montgomery, Doug Hays.

WHO: ~ Lake County offers 17 Tour stops -- 12 studios, 2 art centers, art museum, artist's co-op, nature center
~ DeLand offers 13 Tour stops with 18 artists -- 11 studios, an art gallery, architectural salvage plus 14 cultural institutions...
~ guest artists at several of the locations include emerging talent.

WHAT: a free, self-guiding cultural adventure through Central Florida to artists' studios, esteemed not-for-profit centers and cultural institutions that are "off the beaten path". A family friendly holiday tour with hands-on demonstrations at many of the venues -- a weekend event for everyone: art lovers and collectors, families, and the holiday shopper.

TOUR OFFERINGS: include metal, bronze, clay & wood sculptures; pottery--functional & non; illustration; printmaking; paintings--abstract/realism/impressionism/Zen brushwork/plein air/encaustic; jewelry; photography; fabric & fiber; demonstrations and workshop/education information -- by professional & emerging artists, fine American craftsmen and cultural institutions.

WHEN: always on the 1st full weekend in December. Saturday 12/6, 10-5pm & Sunday 12/7, noon-5pm

WHERE: two areas -- 1.Lake County, an hour NW of Orlando: Mount Dora, Eustis, Sorrento, Umatilla, Leesburg, Tavares
2.Deland, Lake Helen, DeLeon Springs, DeBary -- 30 minutes West of Ormond Beach and New Smyrna Beach

HOW: Self-guiding maps for both Lake County and the DeLand area (including contact/GPS information) are available via website, www.FloridaArtsTour.com or pick up a brochure/map at any of the tour stop locations during Tour weekend.

WHY: ~ enjoy visiting with artists in their unique studio environments
~ learn about cultural institutions, current exhibitions and their mission of art, artists and community involvement
~ broaden your art knowledge via demonstrations, presentations, exhibitions, etc.
~ shop for holiday gifts of fine art, fine American craft, art classes/workshops/institution memberships

MISSION STATEMENT: To showcase and increase awareness and appreciation of Central Florida's finest professional and emerging artists, as well as cultural venues that are "off the beaten path".

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Lake County Tour Sponsored in part by



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