



CALENDAR ALERT:

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**CELEBRATE LA JOLLA'S ARTIST COLONY ROOTS WITH THE RETURN OF THE
LA JOLLA ART & WINE FESTIVAL IN 2011**

WHAT: The La Jolla Art & Wine Festival returns to Girard Avenue on October 1 & 2 for its third annual event, promising to be the largest and most exciting year yet. Expecting to draw in crowds of over 20,000, this two-day juried art show has quickly garnered a reputation as one of the most prestigious Art & Wine festivals in Southern California. Featuring the works of over 130 established artists from San Diego, Los Angeles, Orange County, Baja and beyond, the event and fundraiser features something for everyone—including live entertainment, a wine and beer garden featuring the finest regional wineries and local breweries, a gourmet marketplace, and the Geppetto's Family Art Center. All profits raised will benefit local public elementary schools.

WHY: The La Jolla Art & Wine Festival was originally created by Friends of La Jolla Elementary, founders of the La Jolla Open Aire Market. The festival donates all of its proceeds to key programs at three area public schools: La Jolla, Torrey Pines, and Bird Rock Elementary Schools. The money raised helps underfunded programs such as art, music, science, physical education, technology, and on-site medical care. Since launching in 2009, the LJAWF has raised over \$40,000 per year for local area schools and plans to exceed that goal this year.

WHEN: Saturday, October 1 & Sunday, October 2, 2011, 10 a.m. to 6 p.m.
\$10 for adults; \$5: Kids 12 & under, Military, & Senior (65 & above)
Free: Kids 2 & under

WHERE: Upper Girard Ave. (between Pearl and Genter Streets) La Jolla, CA 92037

FOR MORE INFORMATION: Please visit: www.ljawf.org