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## La Jolla Art & Wine Festival

Media Announcement

### **Art & Wine Festival Presents a New Approach to Celebrating La Jolla's Artist Colony Roots**

La Jolla Art & Wine Festival

October 10-11, 2009, 9:00 AM to 5:00 PM

For two days this October, Girard Avenue in La Jolla will be transformed into an art and wine festival that takes on the flair and energy of a modern European street faire, while celebrating La Jolla's artist colony roots.

The La Jolla Art & Wine Festival, a premier fundraising and community outreach event in the village of downtown La Jolla, will be held on the weekend of October 10 and 11, 2009 from 9am to 5pm. This unique two-day event will showcase over 300 booths featuring outstanding artists from Southern California and Northern Baja (selected by jury) The festival will have something for the entire family including entertainment by local performers, emerging artists, a silent auction, a garden featuring wine and beer from the finest local wineries and breweries, and a children's art center.

"La Jolla has a rich history as an artist colony," explained event organizer and long-time La Jolla advocate Sherry Ahern. "We want to celebrate that heritage, while presenting a unique and contemporary festival combining the creativity and sophistication of today's artists."

Created by Friends of La Jolla Elementary, Inc as an extension of its popular and well-established Open Aire Market, this event will donate all its proceeds to under funded programs at three area public schools; La Jolla, Torrey Pines, and Bird Rock Elementary. These critical programs include art, music, science, physical education, technology, and on-site medical care by a school nurse and are part of the financially troubled San Diego Unified School District. For over ten years, the La Jolla Elementary School's Open Aire Market has united the community each Sunday to enjoy a lively market featuring certified farmers, unique artisans, and local entertainment while supporting local education.

*Admission is \$7 for adults. Children 12 and under are \$3. Free for children 2 and under. The Open Aire Market will remain free of charge on Sunday. The Festival will take place on upper Girard Avenue, between Pearl and Genter and at the La Jolla Elementary School playground. For more information and details about participating artists, performers and vendors please visit [www.lajollaartandwinefestival.com](http://www.lajollaartandwinefestival.com)*