



January 18, 2010

Greeting Artists,

It is that time of year again when the Pass Area comes together in a celebration of art, music, culture, and family fun during the 5th Annual Art Hop Festival taking place on the streets of downtown Banning.

This one-day community event offers something for the entire family. Public admission is **FREE**. Local galleries, an ethnic art exhibit, several booths filled with artists, vendors, food, and community based organizations will be participating. Activities will include: free children's art activities, community art projects, flute/music making workshops, horse-drawn carriage rides, art demonstrations, a family fun area, and much more. In addition, free musical and cultural performances will entertain the entire venue.

The Art Hop was widely attended last year by more than 3,500 spectators and this year attendance is expected to grow. Promotion of this event includes coverage in the Press Enterprise, Record Gazette, & the Sun with press releases in 7 other newspaper publications, radio, 12,000 school flyers, multiple websites, and more.

If you are interested in acquiring a space to contribute your unique talent to the Art Hop, please complete the attached form and return it to:

Art Hop
Banning Cultural Alliance
P.O. Box 385
Banning, CA 92220

We should receive this form no later than 5:00pm March 26, 2010. Please feel free to contact me with any questions, or if you are interested in volunteering your time to make this an event to remember.

Hope to see you there!

Virginia "Gin" McMillin

Event Coordinator
Banning Cultural Alliance
951-922-0500
events@banningculturalalliance.org