

THE WINSOR & NEWTON AND LIQUITEX ARTIST OUTREACH PROGRAM LANDS IN ASBURY PARK FOR THIRD CONSECUTIVE YEAR

Leading Fine Arts Suppliers to Host Community-Driven Arts Events in Jersey Shore City

ASBURY PARK, NJ (March 26, 2013) – Winsor & Newton and Liquitex, industry leaders and innovators in fine arts supplies, today announced the return of the Third Annual Artist Outreach Program (AOP) to Asbury Park, N.J. on Friday, May 31 and Saturday, June 1. The two-day event will welcome professional artists, enthusiasts and community members from across the country to an action-packed weekend designed to teach and inspire. Interactive product demonstrations, outdoor art classes, an exclusive gallery opening, and an on-site painting of a Toyota Scion are all included in the Winsor & Newton and Liquitex AOP.

“Asbury Park is a city that is in the midst of an incredible revitalization fueled by the arts. It was natural for the Winsor & Newton and Liquitex brands to be drawn to a progressive destination that thrives on artistic expression,” commented Jimmy Leslie, resident artist and director of The Artist Outreach Program. “The return of our AOP weekend to the city is a testament to both the artists from around the country who have made our Artist Outreach Program a success, as well as the local artists who have been integral to the city’s rebirth. Winsor & Newton and Liquitex are looking forward to bringing the AOP weekend back to Asbury Park for the third year in a row.”

On Friday, May 31, professional artists from around the country who participate in the Artist Outreach Program will be welcomed to The Collective Art Tank in Asbury Park to attend the Winsor & Newton and Liquitex annual conference. Technique and product training will be included in the day-long conference.

The highly anticipated Day of Demos will follow on Saturday, June 1. Kicking off at 9:00 a.m. in front of the Shoppes at the Arcade on Cookman Avenue in Asbury Park, N.J., the Day of Demos will feature eight learning stations taught by professional artists from the Artist Outreach Program. Topics to be covered include: Experimenting with Liquitex Acrylic Mediums; Mixing Winsor & Newton Artists’ Oil Bar and Tube Colors; Varnishing with Liquitex; Plein Air Painting with Winsor & Newton; Funky Color and Make Your Own Paint; Choosing the Right Liquitex Medium for Your Surface; How to Use Liquitex Water-based Professional Spray Paint and the newly released Professional Acrylic Paint Markers; Intermixability: Painting a Toyota Scion with Sprays, Markers and Tube Colors.

The AOP weekend will conclude on Saturday, June 1 with “Connections” at Asbury Park’s Gallery 13. It is the first group exhibit to showcase the work of all of the artists in the Artist Outreach Program and highlights the diverse background of the artists.

The Day of Demos is free and open to the public. Registration will be limited to 80 attendees and pre-registration is required. To register for the Day of Demos, or to learn more about The Third Annual Artist Outreach Program in Asbury Park, visit www.CollectiveArtTank.com.

About Liquitex

Liquitex created the first water-based acrylic paint in 1955. Since then, the company has partnered with artists to ensure its products continue to evolve – resulting in a long history of acrylic innovation. Today, Liquitex offers the largest array of vibrant acrylic paints, mediums and tools to enable acrylic artists to continually explore art and new, unprecedented boundaries. With its innovative drive, creative passion and intense desire to share the joys of artistic expression through unparalleled education and community outreach programs, Liquitex is and will continue to be a strong partner to help artists explore art in decades to come. To learn more about Liquitex, visit www.Liquitex.com.

About Winsor & Newton

Founded in 1832, Winsor & Newton is the world’s leading brand of art materials and has developed an unrivalled reputation for quality, reliability and product innovation. Winsor & Newton has built its reputation on the quality and reliability of its products, combined with continual product development, improvement and innovation. However, while keeping true to the principles laid down by William Winsor and Henry Newton in the 1800’s, Winsor & Newton actively embrace new ideas and technologies while searching the world for the best raw materials available. To learn more about Winsor & Newton, visit www.WinsorNewton.com.

About the Artist Outreach Program

The Artist Outreach Program is a program whose goal is to educate people on the proper use of art materials. It is comprised of working artists who are knowledgeable in both Winsor & Newton and Liquitex products. Located throughout the United States and Canada, the artists provide two hour demonstrations at colleges and universities on four top art material ranges: Winsor & Newton Artists’ Oil Colour, Artists’ Water Colour, Artists’ Acrylic Colour, and Liquitex Artist Acrylic Paint and Mediums. All artists in the AOP are professional artists, most of whom hold an MFA in studio art. Each artist has been selected based upon a unique combination of skills with the materials and the ability to communicate effectively. The artists receive extensive training in the methods, mechanics and chemistry of the materials, as well as how to communicate essential principles in a dynamic and compelling way. For more information, please visit www.Liquitex.com/ArtistOutreach/ or www.Winsornewton.com/Artist-Outreach-Program.

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Media Contact: Shannon Furey, Shannon@ShannonFureyPR.com, 732-898-3900 (office), 732-995-1638 (mobile)