



FOR IMMEDIATE RELEASE

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## **Mardi Gras on Main Seeks Artist to Bring a Masquerade to the Hills**

Kerrville, Texas (July 29, 2010) – The Kerrville Main Street Program is seeking artists' entries for the 2011 Mardi Gras on Main Event Poster, now through September 15, 2010. The theme for the 2011 Mardi Gras on Main is *Masquerade in the Hills* and artists using any media are invited to enter the competition. Artists are encouraged to capture their rendition of Masquerade in the Hills, as well as, Mardi Gras in their entries. The original artwork should be no smaller than 18 inches and no larger than 48 inches in any dimension. Artists may submit up to three pieces of original artwork for a single entry fee of \$35.00

The winning artwork will be featured on the 2011 event poster and the event signature wine label. The winning artist will receive a \$500 cash award, 10% of the posters printed, a bottle of signature wine, two tickets to the event and a unique exhibition opportunity at Grape Juice, 623 Water Street ([www.grapejuiceonline.com](http://www.grapejuiceonline.com)) in downtown Kerrville.

Mardi Gras on Main is a celebration of fine art, fine wine, fine music and fine cuisine in Grand Mardi Gras style. The party is scheduled for Fat Tuesday, March 8, 2011 at the Inn of the Hills in Kerrville, TX. Since 2005, Mardi Gras on

Main proceeds were dedicated to the design, construction and completion of the Welcome to Kerrville entrance sign at IH 10 and SH 16. Beginning in 2009, all proceeds from Mardi Gras are committed to the Public Art Project sponsored by the Kerrville Main Street Program. Recognizing the need for public art in Kerrville, the Kerrville Main Street Advisory Board has appointed a committee to develop guidelines, implementation schedules and financial planning for the project.

The Kerrville Main Street Program has been in existence since 1995 and has been honored as a National Main Street City annually since 1999. In addition, Kerrville Main Street received the Preserve America designation in 2004. The Main Street Program is an economic development and physical improvement process designed to benefit the entire Kerrville community. Since the inception of the Kerrville Main Street program in 1995 there has been \$58,405,750 in private re-investment in the 58 block Main Street district. The overall goal is to help provide opportunities to enhance the central business district for all citizens and visitors. Key functions are aiding present businesses to improving the physical attractiveness of the central business district and recruiting new businesses.

Interested artists can get entry forms and additional information by calling the Main Street Office at 830-792-8395, visiting the Downtown Visitors Center at 715 Water Street or by going to [www.kerrvilletx.gov](http://www.kerrvilletx.gov).