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For Immediate Release

THE 50TH HALIFAX ART FESTIVAL

The 50th Halifax Art Festival is the 2nd oldest continual art festival in the state of Florida and attracts well over 25,000 visitors annually. This free Festival, open to the public, will take place on November 3 & 4, 2012, on historic downtown Beach Street, from Orange Avenue to Bay Street, in front of the Riverfront Shops of Daytona Beach.

The Festival will have over 200 juried artists and artisans exhibiting original two-dimensional art, photography, sculpture, jewelry, textiles, ceramics, wood, metal, and glass pieces for purchase. The Festival has expanded to celebrate seasoned as well as emerging artists and craftsmen. There will be two distinct exhibit areas. The first area will be Fine Arts & Fine Crafts which will be juried, judged and eligible for over \$35,000 in prize money and Patron Awards. The second area will be juried Crafts which will not be eligible for award money. All Crafts are handmade, original pieces of art for sale at reasonable prices.

The Museum of Arts and Sciences will have a booth at the Festival offering many collectibles and gift items for purchase. The Guild will, also, be selling 50th Anniversary Commemorative T-shirts at the information booth.

The Guild has always supported and rewarded student artists. Art students, of all ages, from the Volusia County school system as well as area private schools will have their works displayed all day Saturday and Sunday. Cynthia Duval, the Museum's Chief Curator and Curator of Decorative Arts, will judge the art and announce the winners at 2pm on Sunday. After the Festival, the student art will be on display for one week at the Museum of Arts and Sciences.

The *Kohl's Kidz Art Zone* celebrates our smallest artists with the free "Little Van Gogh" area located near International Speedway Boulevard. Easels, smocks, washable paint, and brushes will be supplied. Each child can take home their own masterpiece.

International street cuisine and good old-fashioned festival food will be featured for hungry festival attendees. Beach Street restaurants will be open and featuring specials for festival goers. There will also be live entertainment Saturday and Sunday with musicians playing a variety of popular music.

The 50th Halifax Art Festival is presented by the Guild of the Museum of Arts & Sciences and sponsored by the Downtown Development Authority and TD Bank. The Museum of Arts and Sciences is designated a 501(c)3 exempt organization, Pursuant to Chapter 212, Florida Statutes. The Festival is the major fundraiser for the Museum of Arts and Sciences and also benefits its Charles and Linda Williams Children's Museum.

For information: www.HalifaxArtFestival.org, [email: HalifaxArtFest@aol.com](mailto:HalifaxArtFest@aol.com).

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About the MOAS Guild

The Members of the Guild are an incredibly dynamic group whose mission is to promote the welfare of the Museum through its many programs and activities. The Guild offers members many opportunities to use their skills by working on many projects including The Halifax Arts Festival and The Festival of Trees. They also organize informative monthly meetings, social events and field trips, which offer an opportunity to get acquainted with like-minded people who have a common goal.



About the Museum of Arts and Sciences

The Museum of Arts & Sciences (MOAS) is the primary art, science and history museum in Central Florida. Located on a 90-acre Florida nature preserve, the 100,000 square foot facility is host to over 30,000 objects including the finest collection of American Art in the southeast, one of the most significant collections of Cuban art outside of Cuba, a Chinese art collection, Florida's prehistoric Giant Ground Sloth, a large Coca-Cola® and Americana collection, a rare Napoleonic Collection and our new Visible Storage Building. The MOAS collection also includes a wealth of historic paintings and African Artifacts. The museum's auditorium, planetarium, and Charles and Linda Williams Children's Museum make for a truly interactive experience.

MOAS is a not-for-profit educational institution founded in 1955 and chartered by the State of Florida in 1962. The Museum is accredited by the American Association of Museums and is an affiliate of the Smithsonian Institution. Visit www.moas.org for more information.

MOAS programs are sponsored in part by the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council, the National Endowment for the Arts and the County of Volusia.



Downtown Development Authority

The Downtown Development Authority is the sponsor of the Halifax Art Festival. The Downtown Development Authority (DDA) is a taxing authority and a dependent, special district of The City of Daytona Beach. Established in 1972, the Authority's purpose is to revitalize Downtown Daytona Beach through the funding of programs that promote the attractiveness of Downtown and promote the development of Downtown Daytona Beach. Currently, the DDA partners with the Daytona Beach CRA to focus on supporting activities and programs that market, brand, and promote Downtown Daytona Beach and Downtown businesses.

The Daytona Beach Downtown Development Authority (DDA) wants to showcase the vibrancy and variety of experiences a visitor can have in Downtown Daytona Beach and support events that complement the marketing and promotion strategy for the area of Downtown Daytona Beach known as the "Riverfront Shops of Daytona Beach" and will benefit merchants in the shopping and dining district.