

White Salmon Businesses - Information and Registration for Nights in White Salmon – 2011 Art & Wine Fusion

Saturday, July 16, 2011, 3:00-10:00 pm

Dear White Salmon Business Owners,

The 7th annual Art & Wine Fusion will be Saturday, July 16 and we're adding exciting new activities to make it even better than last year's spectacular success. Rest assured that the changes we've planned will retain our signature emphasis on quality local art, artists and wines while expanding our showcase to local foods, outdoor activities, and just plain fun.

Date – July 16, the third Saturday in July, We're extending the event start in the afternoon and go until late evening (3 pm – 8pm).

Street Closure - Jewett Blvd. will be closed to traffic, 2pm –11pm, for set-up, clean-up and for the event itself.

King Salmon Bike Race – We will have the Dock Grade climb up to Everybody's.

Salmon Cook-off – Gorge restaurants and caterers will square-off with their best salmon appetizer and main course recipes before a panel of local culinary celebs and the public for Professional and Public Choice awards.

Street Booths - Gorge resident artists, business exhibitors and food vendors with high quality, locally produced products will display their materials in booth spaces along the street in a traditional art fair format. There will be a center stage with five bands through the day and evening.

Family Friendly – We are again planning several things to entertain kids and parents as they wander the shops and booths, including a Kids Bike Parade, a street chalk garden, a balloon man, dancers, and musicians. Any other suggestions?

Wineries - We expect a large number of wineries to be offering tastings in two (NEW THIS YEAR) tent pavilions along Jewett. If you interested in hosting a winery for tasting at your place of business please work directly with the winery and insure all WA liquor permits are filed 45 days prior to the event. The Art Council will assist in the filing process but will not be responsible for individual business liquor license.

Beer Garden – Everybody's will be setting up a beer garden out front.

Questions/Comments – Contact Christine McAleer, (503-381-6382, christine@everybodysbrewing.com or Celynn VanDeventer, Postal Connections (509-493-0324, pca201@postalconnections.com)

MERCHANTS NEED TO SUPPORT AND BE A PART OF ART & WINE FUSION – Each year this event contributes significantly to the vibrancy and vitality of White Salmon and to the success of our merchants. We're confident this year's event will greatly increase this impact and help us grow Art & Wine Fusion into an iconic Gorge experience.

Business Registration Fee – We again require a \$35 registration fee from participating shops to help make this event a success. For their \$35 registration fee, participating shops will be listed on the Event Map.

Only registered businesses are eligible to host a participating winery Submit the completed registration form below to: White Salmon Arts Council, PO Box 2221, White Salmon, WA 98672

2011 Art & Wine Fusion – Business Registration Form

Business Name:

Address:

Owner: Phone: Email:

I will participate in this year's event and am including my \$35 registration fee.

I will participate in this year's event and have already donated \$50 (or more) for the event.

I will host a winery on my own - Winery Name:

I have other ideas that may help make this event an even greater success (please describe on the back)

I will NOT participate in this year's event

Return this registration form (with fee) to: White Salmon Arts Council, PO Box 2221, White Salmon, WA 98672