

White Salmon Businesses - Information and Registration for Nights in White Salmon – 2010 Art & Wine Fusion

Saturday, July 10, 2010, 12:00-8:00 pm

Dear White Salmon Business Owners,

The 6th annual Art & Wine Fusion will be Saturday, July 10 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 even as we expand to showcase our local foods, outdoor activities, and just plain fun.

Date – July 10th, the second Saturday in July, We're extending the event to a full day (noon – 8pm) and we have moved the date to avoid scheduling conflicts with Trout Lake Art Festival and allow us to draw more artists and visitors to our event.

Street Closure - Jewett Blvd. will be closed to traffic, 10am –10pm, for set-up, clean-up and for the event itself.

King Salmon Bike Race – We're adding a challenging 40-mile bike race, beginning with a climb up Dock Grade Road, winding over Strawberry Mtn. and through the Snowden area, with a finish in town and a cool-down at 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.

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?

Kayaks on Wheels – For our 2nd annual funky kayak competition, teams will again pull a decorated kayak-on-wheels along a chalk line slalom course UP Jewett Blvd.. There will be People's Choice prizes for the best decorated kayak and crew and for the most entertaining style on the course.

Wineries - We expect a large number of wineries to be offering tastings in shops and possibly a tent pavilion along Jewett. If you have arranged or are interested in hosting a winery for tastings please let us know on the event registration below.

Beer Garden – Everybody's will set-up a beer garden out front to add a new twist to the usual wine theme of the event.

Questions/Comments – Contact Lloyd DeKay, Arts Council President (509-637-2737, LDeKay@gorge.net) or Celynn VanDeventer, Postal Connections (509-493-0324, pca201@postalconnections.com)

WE NEED MERCHANTS 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 \$50 registration fee from participating shops to help make this event a success. For their \$50 registration fee, participating shops will be listed on the Event Passport Map. If desired, we will also pair you with a winery for tastings in your shop. **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

2010 Art & Wine Fusion – Business Registration Form

Business Name:

Address:

Owner: Phone: Email:

I will participate in this year's event and am including my \$50 registration fee.

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

I am interested in hosting a winery for tastings - please contact me!

I request the following winery for tastings

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