

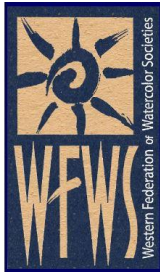
Arizona Watercolor Association

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MEDIA RELEASE

AWA HOSTS THE 39TH ANNUAL WESTERN FEDERATION OF WATERCOLOR SOCIETIES EXHIBITION



Phoenix, Arizona (March 27, 2014) – Arizona Watercolor Association (AWA), today announced the upcoming opening of the “*39TH Annual Western Federation of Watercolor Societies Exhibition*”.

The Exhibition opens **April 2, 2014** through **April 30, 2014**, at the **Fountain Hills Community Center** located at 13001 N. La Montana Drive, Fountain Hills, AZ 85268. Hours are generally 8:00 AM to 5:00 PM and other times as events are scheduled. You can reach the Community Center by calling (480) 816-5200 for specific hours.

The Western Federation of Watercolor Societies (WFWS) was formed 39 years ago through the foresight and work of Dr. David Gale (1915-1980) of the New Mexico Watercolor Society. Today the WFWS includes over 4500 artists in twelve regional watercolor societies and guilds. The WFWS encourages and recognizes artistic excellence and works to increase visibility of watercolor as an artistic medium through their annual exhibitions. Each of the twelve societies takes the opportunity to host the event, so AWA is pleased to host this year.

Artists from these art societies, including the AWA, entered their paintings and 110 were juried into this prestigious exhibition. The artwork is inspiring and the public and Media are invited to view the exhibition. Artists from the following art societies are represented: Arizona Watercolor Association (AWA), Colorado Watercolor Society-Denver (CWS), Idaho Watercolor Society (IWS), Nevada Watercolor Society-Las Vegas (NWS), New Mexico Watercolor Society (NMWS), San Diego Watercolor Society (SDWS), Southern Arizona Watercolor Guild-Tucson (SAWG), Southwestern Watercolor Society-Dallas/Fort Worth (SWS), Texas Watercolor Society-San Antonio (TWS), Utah Watercolor Society-Salt Lake City (UWS), Watercolor Society of Oregon (WSO), West Texas Watercolor Society-Lubbock (WTWS). A total of 24 delegates representing the art societies and winning artists will be visiting the valley for several days enjoying local attractions.

INVITATION: AWA Hosting Committee Chair, JoEllen Layton and Co-Chair, Kathryn Tartaglia, personally invite the public and the media to the **Awards Ceremony being held on Friday, April 25th** at the Fountain Hills Community Center. The Awards Presentation and Art Show will be held from 6:00 PM to 7:30 PM so come early to enjoy the paintings and meet many of the artists. This event is FREE to the public and is always an exciting event.

The Juror for this exhibition featured **Chen-Kee Chee**. He is Associate Professor Emeritus of the University of Minnesota, is a Dolphin Fellow of the American Watercolor Society, signature member of the National Watercolor Society, Transparent Watercolor Society of America (Master Status) and many other societies. He conducted a fabulous workshop in Arizona in March, as well as a demo at the AWA monthly meeting. It was a privilege to meet him and his wife. To read the biography of this sensational artist and teacher, visit the Western Federation website at <http://www.wfws.org>

About Arizona Watercolor Association

The Arizona Watercolor Association (the AWA) was founded in 1960 by professional watercolor artists and instructors. It hosts a National Watercolor Exhibition and two Membership Exhibitions, all juried by nationally acclaimed artists. We host monthly meetings filled with instruction and information about local events. Visit the website at www.azwatercolor.com for details about the current ART AUCTION fundraiser going on now! Also, learn about our art scholarships, membership information, and the great opportunities to participate in future workshops and exhibitions.

We also invite you to 'Like Us' on our Facebook page at: <http://www.facebook.com/ArizonaWatercolorAssociation>

For more information please contact:

Hosting Committee Co-Chair, Kathryn Tartaglia at 480-229-1023 (Cell Number).