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ATTN: Arts and Community Calendar Editors

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“For the Beauty of the Earth” Premieres at South Bay’s Third Annual *Rejoice in Art!* Event October 14-15

--Weekend of Art, Live Music, Food Trucks and more --

REDONDO BEACH, Calif. (July 27, 2017) – Art enthusiasts and the general community will celebrate when the third annual *Rejoice in Art! Fine Art Fair and Exhibition* opens its doors to the public **October 14-15** at Riviera UMC, 375 Palos Verdes Blvd., Redondo Beach.

This premier South Bay art event features a national juried show as well as 30 local artists in tents and booths, from 11 a.m.-5 p.m. Saturday and Sunday, in a family-friendly, fun atmosphere brimming with live music, art demonstrations, food trucks, a kids’ art show, gift boutique and more.

A variety of artistic talents will be represented in all price ranges, including original paintings in oil, pastel, watercolor, acrylic, and mixed media, along with ceramics, jewelry, woodturning, photography, glass and textiles.

“If three’s a charm, we feel triply blessed that this beautiful weekend will once again appeal to art lovers and others with a relaxed atmosphere of pure fine art, inspiration and fun,” said Lynn Attig, director, *Rejoice in Art!*”

During the festive weekend, the public is invited to view more than 90 original paintings on display at “For the Beauty of the Earth,” an exclusive juried exhibition featuring works by artists nationwide, including many from the South Bay, Torrance and Palos Verdes

areas. Artworks have been juried in by esteemed oil and pastel painter Richard McKinley (mckinleystudio.com), author of two art books and current president of the International Association of Pastel Societies.

The exhibition winners will be selected by internationally known artist Otto Stürcke (sturckestudio.com) and announced at a special awards ceremony on Sunday, October 15 from 3-5 p.m. After opening weekend, the fine art exhibition will continue until October 29 during select gallery hours.

Free painting demonstrations will be offered during the fair, including a watercolor demo by Frances Nichols at 11 a.m. Saturday; an oil painting demo by Mario Mirkovich at 1 p.m. Saturday; and a pastel demo by Otto Stürcke at 1:30 p.m. Sunday.

Live musical entertainment will be provided throughout the weekend, including performances by *The Mix* local South Bay rock cover band, the *Dawn Brooks & Friends* jazz group, and pianists *Jack Ramsey* and *Stephen Connors*.

Additional festivities include an opportunity drawing for original artwork (raffle tickets for \$5), a Holiday Boutique of handmade gifts and baked goods, plus a kids' art show by *Canvas & Clay*, Redondo Beach.

All *Rejoice in Art!* activities include free admission and free parking, plus purchasable lunch, dinner, snacks and refreshments from *Enriched Farms* food trucks. Net proceeds from the event benefit Riviera UMC's outreach projects, along with its art and music programs. Riviera UMC is a 501(c)3 non-profit organization.

“Southern California is a happening place in the art world, and we encourage people of all ages to come enjoy this third annual event in the South Bay!” Attig said.

For more information, including profiles of the artists and a complete schedule of events, visit www.rejoiceinart.com.

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