



"Four Faces" by Debo Groover

LeMoyne 2017 Chain of Parks Art Festival

Media Kit

Press Release



*Produced by **LeMoyne Center for the Visual Arts**
Presented by **Mad Dog Construction***

FOR IMMEDIATE RELEASE:

Monday, April 3, 2017

Media Contacts:

Kelly Dozier

(850) 544-6399

kelly@morethanbuildings.com

or

Taylor Maxey

(850) 212-5034

taylor_m@yahoo.com

LeMoyne Chain of Parks Art Festival Extends Festival Hours and Hosts Easter Egg Hunt

~North Florida's Premier Fine Art Festival~

TALLAHASSEE – The **17th Annual LeMoyne Chain of Parks Art Festival** will be held on Saturday and Sunday, April 15-16, 2017, at the Bloxham, Lewis and Randolph "Chain of Parks," located in Downtown Tallahassee. This year, the festival will open an additional two hours on Saturday, opening 10:00 a.m. and closing at 7:00 p.m. On Sunday, the festival hours will remain the same—from 10:00 a.m. to 5:00 p.m.—and there will be an Easter Egg Hunt for children starting at 1:00 p.m. This is the perfect way to enjoy the spring weather and indulge in what has come to be known as a premier fine art festival!

The parks are located along Park Avenue, east of North Monroe Street. Visitors can view and purchase unique works of art from carefully selected 150 fine artists, while enjoying a weekend filled with local heritage re-enactments, various artistic creations, family fun, mouth-watering culinary creations, fanciful children's art activities and foot-stomping live entertainment.

Nationally ranked as one of the nation's "Top 100 Festivals," visitors to this year's event can expect to have a delightful and fun-filled outdoor cultural encounter, while experiencing amazing, original, one-of-a-kind works of fine art under century-old trees in a charming Southern outdoor setting. Admission to the Chain of Parks Art Festival is free of charge and open to the public, adults and kids, alike. Additionally, a recent economic impact study shows that the 2016 festival resulted in approximately \$1.1 million of direct spending in the Tallahassee community.

"Each year, as the planning begins, I wonder how we can improve the festival experience," said Festival Director, Kelly Dozier. "And, every year's festival is always better than the last! There is a greater variety of art, there are more fun art activities for everyone and as more out of town visitors attend the festival, it is clearly continuing to make a positive impact on our community's economy."

-MORE-

The Chain of Parks Art Festival is not only for the veteran art collector, but also for novice collectors and, most importantly, it is a family-friendly fun time for everyone.”

The festival is proud to “Go Green” again this year through a continued partnership with **Sustainable Tallahassee**. The focus will be on three initiatives: (1) eliminating Styrofoam, (2) reducing landfill waste and (3) reducing food waste. In addition, returning to the festival is “The Village,” which includes highlighted community partners and children’s art programs where the youngest guests can participate in pop-up studios, interactive activities and various types of craft-making!

During the two day event, people from around the Big Bend area and southeast region of the country come to see talented artists who have been juried into the festival. Many of these artisans have traveled from across the nation to display their original works of fine art for sale, helping to further the importance of fine art in our lives.

On Saturday, judges will review the artists’ works in each media category and winners will be announced on Sunday morning. Winning artists’ award ribbons and flags will be displayed in their booths at the festival on Sunday. Winning artists vie for \$10,000 in awards.

Proceeds from the festival benefit the LeMoyne Center for the Visual Arts’ educational and exhibition programs.

The 2017 cover artist is painter **Debo Groover**. Her work, “*Four Faces*,” will be showcased on the cover of the festival program, as well as be featured on a variety of festival souvenirs offered for sale during the weekend. Born in Savannah, Georgia, Groover has been an artist her entire life. Prior to moving to Tallahassee—where she has lived for the past 20 years—she received a Master’s degree in Fine Arts (MFA) in Ceramics from the University of Georgia, Athens.

Groover had a long and prosperous career as a potter, and was also a nurse. She currently owns a studio with partner Tina aptly named *Debotina Studios*.

Her cover art, “*Four Faces*,” was exclusively commissioned for the festival and will be on display and for sale during the event. It is a two-dimensional, mixed media painting, layered and textured with paper-thin sheets of polymer clay and acrylics. For additional information on the cover artist, please visit her studio’s website at www.debortinastudio.com.

For more information on the 2017 Chain of Parks Art Festival, please visit the website www.ChainofParks.com.

Be sure to “Like” us on [Facebook](https://www.facebook.com/ChainofParks), and “Follow” us on [Instagram](https://www.instagram.com/ChainofParks) and Twitter [@ChainofParks](https://twitter.com/ChainofParks).

###



History of LeMoyne Chain of Parks Art Festival

*Always the Third Weekend in April
April 15 & 16, 2017*

Originally started in 2001, the Chain of Parks Art Festival was designed to offer our community an outdoor, fine art experience which was previously not found in our region and for which interested art enthusiasts would have to travel to South and Central Florida or even farther to enjoy.

LeMoyne's Executive Director at the time, Mary Beth Foss, began the festival working with a few local artists who were interested in having an opportunity to participate in an outdoor fine art festival in our region. The festival took its name from the beautiful venue in which it was first held, the Downtown Tallahassee 'Chain of Parks' along Park Avenue and started as a small festival of about 50 local and regional artists.

The Festival was not only designed to be a diverse fine art experience, but also to provide a vehicle by which LeMoyne Art Foundation could raise funds for its ongoing art exhibitions and art education programs. Over the life of the Festival, it has grown into LeMoyne's number one fundraiser and in 2012 experienced a 50% increase in funds raised over the prior year resulting in \$65,000 of support for LeMoyne's ongoing programs. The fundraising goal of the festival is to raise \$100,000 annually for LeMoyne.

After eight years of being planned and organized by LeMoyne staff with assistance from volunteers, the Festival was transitioned into a volunteer driven event. Volunteer Chairs were appointed by the LeMoyne Board and Charles and Cynthia Tunnick and Kelly Dozier began to take the Festival to new heights bringing more artists in to the Festival and broadening the reach through marketing and personal outreach to travelling artists in order to expand the variety and quality of original art displayed in the Festival.

In 2009 Sheri O. Sanderson joined the Festival Committee as our Event Manager and has brought her exceptional event management skills and experience to the team. Sheri manages all the intricate behind the scenes dealings with the artist, the Tallahassee Police Department, City of Tallahassee Parks and Recreation Department, Alcohol and Beverage Licensing, equipment rentals, the Festival Program and other printed materials and much more.

Kelly S. Dozier has served as Festival Chair since 2009 and through visiting other art festivals and keeping an open eye to new ideas, has brought a number of initiatives to the festival, which have added interactive opportunities as well as depth to the experience. Some of those initiatives are: The Village - including Community Partners and Children's Art Programs, Jacques LeMoyne Living History Encampment, Greening the Festival, "Be the Art" Photo Opportunities and Pop-up Entertainment. Kelly has also served as Sponsor Chair since 2008 bringing in more than \$65,000 in sponsorships each year.

The festival continues to grow in quality and notoriety including being recognized as one of the Top 100 fine art festivals in the country by Sunshine Advertising Magazine.

The Festival Mission:

The LeMoyne Chain of Parks art Festival is established to present an outdoor festival of high quality original artwork and entertainment for the enjoyment of our Tallahassee area residents and visitors, while fostering the careers and financial support of local and regional artists and raising needed funds for the operation of LeMoyne Center for the Visual Arts.



2017 LeMoyne Chain of Parks Art Festival Cover Artist



Debo Groover

The 2017 LeMoyne Chain of Parks Art Festival cover artist is Debo Groover. Her work, *"Four Faces,"* will grace the cover of the festival program, in addition to being featured on festival souvenirs including T-shirts and posters, all of which will be available for purchase.

Born in Savannah, Georgia, Groover has been an artist her entire life. Before moving to Tallahassee—where she has lived for the last 20 years, she received her master's degree in fine arts (M.F.A.) specializing in ceramics from the University of Georgia. Groover had a long and prosperous career as a potter, in addition to being a nurse. She currently owns a studio—Debotina Studios—with partner Tina.

Groover's cover art, *"Four Faces,"* is a specially commissioned piece created exclusively for the Chain of Parks Art Festival. It will be on display and for sale at this year's event. *"Four Faces"* is a two-dimensional mixed media piece, layered and textured with paper thin sheets of polymer clay and acrylics. It is, in a word, fanciful!

When asked what her inspiration for the cover art was, Groover said the following: “The idea behind the festival image was to portray the vibrancy and energy that can be found at the LeMoyne Chain of Parks Art Festival each year. The tents, the trees, the people, the dogs and the clock together convey the beauty and community spirit that the show embraces.”

For additional information about the cover artist, please visit her website at www.debortinastudio.com.



LeMoyne Chain of Parks Art Festival | April 15 - 16, 2017

Editorial Ideas

Media Contacts:

- **Kelly Dozier** | 850-544-6399 | kelly@morethanbuildings.com
- **Taylor Maxey** | 850-212-5034 | taylor_m@yahoo.com

LeMoyne's 17th Annual Chain of Parks Festival and Cover Artist Debo Groover

LeMoyne Center for the Visual Arts has hosted the LeMoyne Chain of Parks Art Festival for the past 17 years. This art festival brings together more than 150 fine artists from around the country to Tallahassee and offers attendees the opportunity to purchase amazing one-of-a-kind fine art creations. Known as one of the city's most anticipated events during springtime, the LeMoyne Chain of Parks Art Festival brings a rich infusion of culture to the community. In addition, attendees can meet the festival's 2017 cover artist, Debo Groover. Her work, "*Four Faces*," will grace the cover of the festival magazine and will be on a variety of festival souvenirs offered for purchase. Find out more about the event's history and where it is today by visiting the website www.chainofparks.com.

The Economic Impact Study Prepared on the Chain of Parks Art Festival

The Chain of Parks Art Festival is nationally ranked in the Top 100 fine art and design festivals among thousands hosted every year across the country. This is due to the high-quality event and amazing sales of art during the festival. The Chain of Parks Art Festival has a significant positive impact on the local economy by bringing an influx of art lovers to Tallahassee where they spend, shop for art, food, lodging and much more!

A recent economic impact study shows that the 2016 festival brought \$1.1 million in direct spending into the local community.

Chain of Parks Art Festival Partners with Sustainable Tallahassee to "Go Green in 2017!"

The festival is bringing back our "go green" partnership with **Sustainable Tallahassee** focusing on three initiatives: (1) cleaner transportation, (2) reducing landfill waste and (3) reducing food waste.

For more information about the LeMoyne Chain of Parks Art Festival, visit www.chainofparks.com or email chainofparks@lemoyne.org.

You can also "Like" us on [Facebook](https://www.facebook.com/ChainofParks) and follow us on [Instagram](https://www.instagram.com/ChainofParks) and Twitter [@ChainofParks](https://twitter.com/ChainofParks).



MEDIA ADVISORY FOR:
Friday, April 14, 2017

Media Contacts:

Kelly Dozier
(850) 544-6399 or
kelly@morethanbuildings.com

Taylor Maxey
(850) 212-5034
taylor_m@yahoo.com

17th Annual LeMoyne Chain of Parks Art Festival

Tallahassee's Fine Art Festival

TALLAHASSEE – The 17th Annual LeMoyne Chain of Parks Art Festival will be held on Saturday and Sunday, April 15-16, 2017. Visitors can view and purchase unique fine art creations from more than 150 artists from throughout the United States, while enjoying a weekend filled with various artistic creations, family fun, mouth-watering culinary creations, fanciful children's art activities and foot-stomping live entertainment. Additionally, on Sunday, there will be an Easter Egg Hunt for children of all ages.

- WHO:** LeMoyne Center for the Visual Arts
- WHAT:** 17th Annual LeMoyne Chain of Parks Art Festival
- WHEN:** Saturday April 15, 2017, 10:00 a.m. to 7:00 p.m.
Sunday, April 16, 2017, 10:00 a.m. to 5:00 p.m.
(Easter Egg Hunt will begin at 1:00 p.m. on Sunday.)
- WHERE:** Downtown Chain of Parks,
located along Park Avenue, east of Monroe
Street
- PRICE:** **FREE**

For more information on the Chain of Parks Art Festival events, including photos from past festivals, please visit the website at www.chainofparks.com.

Be sure to "Like" us on [Facebook](https://www.facebook.com/ChainofParks) and follow us on [Instagram](https://www.instagram.com/ChainofParks) and Twitter [@ChainofParks](https://twitter.com/ChainofParks).

###



LeMoyne Chain of Parks Art Festival | April 15 - 16, 2017

Media Files

Cover Artist- Debo Groover



Cover Art Poster- "Four Faces"



Chain of Parks Logo

