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LOS ANGELES ART SHOW OPENING NIGHT GALA CELEBRATES ART IN THE CITY

PROCEEDS BENEFIT THE LOS ANGELES COUNTY MUSEUM OF ART, INNER-CITY ARTS & THE ENVIRONMENTAL MEDIA ASSOCIATION

**Wednesday, January 21, 2009 at the Los Angeles Convention Center
from 7:00 – 10:30 p.m.
VIP Preview Reception from 6:00 – 7:00 p.m.**

(Los Angeles, CA—September, 2008) The Los Angeles Art Show opening night gala benefit is a must-attend event in the Los Angeles social circuit. Thousands of museum patrons, art collectors and supporters of arts education attend each year. The evening features live music and exquisite spread of food and spirits. The Preview Opening Gala offers exclusive access to the broad offerings of the show, along with the added benefit of personal insight and expertise, from the gallerists, museum curators and art collectors. The evening attracts generous arts supporters who often purchase items from Los Angeles Art Show exhibitors to add to their personal collections or donate to public collections.

The 2009 benefit raises funds and awareness for three exceptional non-profits, the Los Angeles County Museum of Art (LACMA) *Art Museum Council*, and its *Prints & Drawings Council*, Inner City Arts and the Environmental Media Association.

Founded in 1952, the Art Museum Council is LACMA's first volunteer support council. Unlike LACMA's Curatorial Art Councils, the AMC supports the whole of LACMA, not just a

single curatorial field. The AMC provides museum members and guests an opportunity to view some of Los Angeles' fine art collections and architectural gems through its annual Art & Architecture Tour. The AMC also runs the Art Rental and Sales Gallery, which allows museum members to rent or purchase artwork for their home or office from emerging local artists.

For more than 40 years the Prints and Drawings Council has been the primary support group for the Department of Prints and Drawings at LACMA. The PDC's principal goal is to raise funds for curatorial acquisitions for the permanent collection while encouraging appreciation in the field of original art on paper. Throughout its long history, the PDC has helped the Department of Prints and Drawings acquire some of its most important works on paper by a who's who of important artists as well as regularly supporting acquisitions by the emerging masters of the 21st Century.

Inner-City Arts is a learning oasis in the heart of Skid Row where professional artists teach children in a real studio environment. Founded in 1989, Inner-City Arts works in partnership with the Los Angeles Unified School District to bring elementary and middle school students to its campus during the school day for instruction in visual arts, ceramics, music, dance, drama and animation. High School students participate in after-school and Saturday programs

Established in 1989, *Environmental Media Association* (EMA) has worked to mobilize Hollywood in a global effort to educate people about the environment and inspire them into action. Through messages in TV and film, PSAs and celebrity advocacy, as well as the annual EMA Awards, it has devoted close to two decades toward a range of issues: ensuring clean air and water, promoting recycling, efficiencies and renewable energy, properly disposing "e-waste" and forestalling global warming, among others. EMA sponsors industry briefings, provides consultation to creative teams and works directly with entertainment producers and writers in the crafting of environmental themes.

Opening Night tickets are available for \$225 in advance, for general attendance, or \$250 at the door. Corporate and sponsor packages are also available. For additional information on the Opening Night Benefit or to purchase tickets, please contact Danielle Doll at danielle@lpaevents.com, or 310-201-5033.

The Los Angeles Art Show takes place on January 21-25, 2009 at the Los Angeles Convention Center, 1201 South Figueroa Street, Los Angeles, CA 90015. Secure onsite parking is available for a \$12 fee. For additional information please visit www.laartshow.com or call KR Martindale Show Management at 310-822-9145. For media inquiries please contact Agnes Gomes-Koizumi at agnes@agkmediagroup.com or call 323-937-5488. Photos and supplemental artwork are also available.

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CALENDAR EDITORS, PLEASE NOTE:

What: The Los Angeles Art Show hosts the Preview Gala Opening to support the Los Angeles County Museum of Art, Inner City Arts & the Environmental Media Association.

When: Wednesday, January 21, 2009
VIP Patron Reception: 6:00 – 7:00 p.m.
Preview Opening Gala: 7:00 – 10:30 p.m.

Los Angeles Art Show January 22-25, 2009
Thursday 11:00 a.m. – 8:00 p.m.
Friday 11:00 a.m. – 8:00 p.m.
Saturday 11:00 a.m. – 8:00 p.m.
Sunday 11:00 a.m. – 5:00 p.m.

Where: Los Angeles Convention Center
West Hall A, 1201 South Figueroa St., Los Angeles, CA 90015

Who: 175 Fine Art Dealers

Tickets: Individual Gala Ticket: \$225
Includes 1 ticket to the Preview Opening Gala; unlimited daily entrance to the Los Angeles Art Show.

Patron and Sponsor Opportunities: \$500 - \$50,000
Includes access to the VIP Patron Preview Reception

Los Angeles Art Show General Admission: \$20

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