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PRESS RELEASE

FOR IMMEDIATE RELEASE
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Artist Studio Tours expanding, now with interactive maps for phones

Artists in Central Florida, open their private working studios to visitors for the annual *Off the Beaten Path Florida Arts Tour* for four upcoming weekends, now in four different regions:

- East Volusia February 8-9
- West Volusia February 22-23
- Orange County March 14-15
- Lake County April 4-5

Furthermore, the Off the Beaten Path tours now boast a new website application allowing studio visitors to browse lists of artists and follow easy interactive maps on their phones from tour stop to stop.

All studios on the Tours will be open for all ages—free of charge—on each day of the Tour from 10 am to 5 pm.

The East Volusia Tour includes studios from Ormond Beach down to Edgewater while the West Volusia tour features locations in the greater DeLand area. The Orange County tour showcases Orlando-area artist locations, and The Lake County tour includes studios in Eustis, Leesburg, Mount Dora and surrounding towns. Also, a number of cultural institutions such as museums will be open to the public during the hours of the Tour.

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Every year, art patrons, collectors and curators, as well as families and children, are welcomed into the studios to meet the artists in their work environments, watch demonstrations, enjoy light refreshments, and shop for unique original works of art. The varied types of offerings include paintings, sculptures, textiles, jewelry, ceramics, woodworks, photography, printmaking, and illustration.

A spokesman for the event and one of the artists, John Wilton, says, “The tours have been growing rapidly in popularity every year. This year we have added Orlando area studios to the tours. People seem to enjoy getting out, exploring, and discovering new ideas.”



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Visitors enjoy a self-guided tour with easy-to-follow interactive maps that are on the website, which also features listings of each location with artist information. The new website at ArtsTours.org is also compatible with smart phones to allow easy navigation on the road.

Additional information is available online at the event website: ArtsTours.org

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Note to media:

To arrange interviews or for more information and high-res images, please email either:

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