

PRESS RELEASE

Contact: Kathy Bucholska
978 546-3567
January 12, 2012

LOCAL COLORS ARTISTS' COOPERATIVE PRESENTS 'LOCAL HEARTS FOR CAPE ANN'

For the third year, Local Colors Artists' Cooperative members will be celebrating the Valentine season making original Valentine's Day cards and offering them for sale at the gallery at 121 Main Street in Gloucester. However, 100% of the proceeds from the cards will go to a local non-profit charity in the Gloucester/Cape Ann area. The members are donating their own materials, talent and time to offer these original and unique items for a deserving organization that is solely determined by those who purchase a card.

Since there are so many worthy organizations in the area, members decided to invite the community to help in the process of voting for an organization when they purchase a card. Since it wasn't practical to list the hundreds of non-profit organizations on the ballot, the members listed 5 specific organizations (Action, Inc., The Gloucester Fisherman's Wives Association, Pathway for Children, Cape Ann Animal Aid Association, Wellspring House, Inc) with a 6th option for the customer to "write-in" a non-profit charitable organization of their choice that benefits the Gloucester/Cape Ann area. The one organization that receives the most votes will receive all the proceeds from the sale of the cards. The customer has the opportunity to cast a vote for each card purchased. Cards are available January 17th with new ones arriving throughout the event.



"The Valentine season has taken on an all new meaning to me," says Kathy Bucholska, a jewelry designer and mixed media artist. "Since we have been doing this event, I see Valentine's Day in a whole new light. What was once a frivolous card "holiday" to me has become an opportunity to help the community. It's also a chance to give gratitude to not just that significant other as is traditional, but also a chance to show appreciation to a special friend, parent, mentor or even a new acquaintance who has shown kindness. I kept this in mind in designing my cards."

Kate Webster, a fiber and mixed media artist, is shown creating her Valentine cards for the event. She says, "What I like best about our event is that our customers get to choose the non-profit organization of their choice."

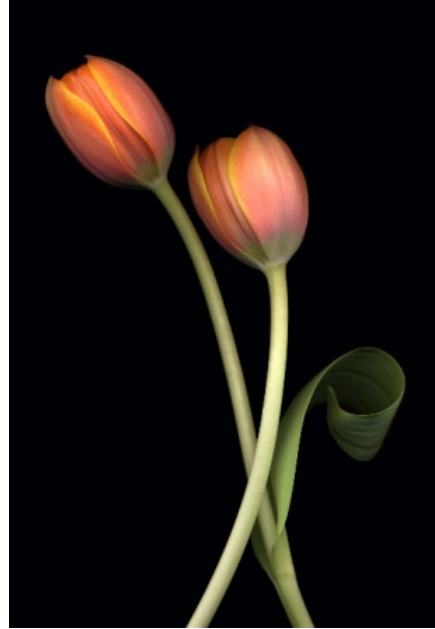


Bonnie Gray, a painter, took photographs for some of her cards. One is a photo of two friends walking across the beach with the Twin Lights in the background. It reminded her of the importance of friendship.

Virginia Townsend, a potter, created a mixed media card showing red wool sheep which was inspired by her love of Ireland and her desire to celebrate this Cape Ann event.



Lois Hertzler, a photographer, created a card called "The Dance" which depicts two tulips intertwined. She says it symbolizes to her the meaningful interaction between friends during this season as well as the interaction between Local Colors and the Community. The original photograph is on display in the gallery.



The cards will reflect a variety of media from photographs, collages, mixed media and printed cards of original paintings and other work celebrating the Valentine season.

The Local Colors Artists' Cooperative celebrates 23 years on Main Street and has 16 artists who do a variety of work. The current members offer the following work:

Donna Amero: Stained Glass
Stephanie Bowens: Fiber Art
Kathy Bucholska: Jewelry, amulets and mixed media
Pat Doherty: Painting
Bonnie Gray: Painting
Lois Hertzler: Photography
David Katz: Photography
Rusty Kinnunen: Painting
Bob Kulchuk: Wheel-thrown pottery, wood turning and fused glass
Joe Higgins: Fish prints
Ann Schlecht: Various jewelry including beach pebbles and beach glass
Sally Seamans: Tin Art, Jewelry & Mobiles
Jim Sousa: Photography
Darren Taylor: Woodworking, Functional Art Furniture
Virginia Townsend: Pottery, Basket Weaving
Kate Webster: Fiber, Paper & Mixed media Art & Jewelry

Local Colors Cooperative Gallery offers unique work at studio prices since the

members contribute their time and efforts to the gallery without the additional cost of employee and management overhead. You can also find us at www.local-colors.org and friend us on Facebook: Local Colors Artists' Cooperative

Local Colors Artists' Cooperative, 121 Main Street, Gloucester, MA is currently open daily 10 am to 5 pm. 978-283-3996

If you would like more information about the event or Local Colors Cooperative Gallery, please feel free to contact me. Thanks for your interest.

Kathy Bucholska, Advertising Committee 978-546-3567