



For Immediate Release

Joan Smith, Associate Director, InLiquid joan@inliquid.com / 215-235-3405

Liza Deringer, Skai Blue Media, lizad26@aol.com / 917-445-7212

Print resolution images available

INLIQUID PRESENTS ITS 11TH ANNUAL “ART FOR THE CASH POOR” EVENT Art Lovers Will Have the Opportunity to Meet Artists and Collect Affordable Work

(Philadelphia, May 2010) InLiquid, Philadelphia's most unique nonprofit organization supporting the visual arts, is proud to announce its 11th annual “Art for the Cash Poor” (AFTCP) on **Saturday, June 12 and Sunday, June 13** from 1 to 6 pm (rain or shine) at the **Crane Arts Building**, 1400 N. American Street, Philadelphia. AFTCP, InLiquid's signature summer event, is a fabulous block party-style art sale that directly benefits visual artists and craftspeople, while allowing art enthusiasts of all levels the chance to meet artists, understand their vision, and begin or build their own art collections without breaking the bank.

This two-day indoor/outdoor extravaganza will feature works from over 120 artists selling prints, paintings, photography, glass, ceramics, jewelry, clothing, books, and more. And the best part of it all: every item will be priced at \$199 or less, with much priced at well under \$100. Although the primary focus is on talent from the greater Philadelphia region, AFTCP artist participants hail from as far as Baltimore, New Haven, Kansas City, and even Denver. AFTCP has always been far more than your average art fair, so a full roster of live music, plentiful libations, fabulous food from some of Philadelphia's top restaurants, and a raffle are also part of the festivities.

AFTCP ties directly into InLiquid's two-fold mission to provide opportunities and exposure for independent artists, while expanding audiences for all forms of visual culture. According to InLiquid Executive Director Rachel Zimmerman, “Art for the Cash Poor is designed to be casual and family-friendly, to make the idea of art collecting accessible and fun. And all proceeds from art sales go directly to the artists, so the event is making a tangible difference in supporting some very talented people.”

continued...

AFTCP attendees can always count on an exciting mix of new music, and this year will be no exception. Saturday's band lineup includes Chalk & the Beige Americans, the Keystone Mountain Boys, and McRad; Sunday's performers will include The Josh & Pete Band, Knife Show, and the North Lawrence Midnight Singers.

Food and drink purveyors will include Buttercream, Cantina Dos Segundos, Dascenzos Gelato, Las Casuelas, MangoMoon, Northport Fishington Cookies, One Village Coffee, Philadelphia Brewing Company, Quince, and Rustica

Art for the Cash Poor 11 is made possible through the generous sponsorship of PARX Casino and the Katherine Alexandra Foundation; additional support has been provided by Studio Z Design, Crane Arts LLC, *two.one.five magazine*, Philadelphia Brewing Company, *Philadelphia City Paper*, Rustica, Mrs. Pleasant, and Dos Segundos.

For additional details, including the updated artist list, artwork preview, performance schedule, and directions to Crane Arts, visit the InLiquid.com web site, www.inliquid.com, and click on the AFTCP11 logo.

###

About InLiquid:

InLiquid is a 501(c)(3) nonprofit organization dedicated to expanding opportunities and exposure for visual artists while serving as a freely accessible hub for arts information. By providing the public with immediate access to view the portfolios of over 260 artist via the internet, through community-based activities and exhibitions, and through an extensive online body of timely art information – including gallery listings, articles, reviews and resources, links, and discussions—InLiquid hopes to bring to light the richness of our region's art activity and broaden audiences for all forms of visual art.
www.inliquid.com