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For Immediate Release

The 2nd Annual arts festival READING Hosted at GoggleWorks Center for the Arts, October 5 & 6, 2013

GoggleWorks Center for the Arts will host, for the second year, arts festival READING, on October 5 & 6, 10am-5pm! This exciting two-day event will feature handcrafted work by more than 90 high-caliber artists and crafts people from around the country. Attendees will enjoy browsing through artisans' booths, GoggleWorks artists' studios, and activities throughout the building. The event will take place during *American Craft Week* to strengthen and promote the awareness of high-quality artwork in our own community.

There will also be the opportunity to see various fine art and fine craft demonstrations including hot glass, wheel throwing in ceramics, calligraphy, hand marbled silk scarf making, Windsor Chair making and woodturning.

Local restaurants that participated in last year's event rave about their experience with arts festival READING, and will again be offering a wide range of food options.

"Haute Chocolate Café is proud to have participated in the inaugural year of artsfestival READING, bringing our decadent desserts and frozen concoctions to the energetic atmosphere of the festival. This year, we plan to reveal our savory side, offering mouth-watering burgers to satisfy any appetite. Please join us!" [name]

"Dan Strock of Pretzel Revolution says, "We were not only pleased with our sales from the event [of last year], but also with the powerful local exposure that we received for our brand. We are excited to participate again in 2013."

"We had fun at last year's event and met great people who became customers. This year, look for new menu items like our guava and cheese dessert empanadas," says Johanny from Mi Casa Su Casa.

Judy, from Judy's on 5th, will be serving her squash soup, coconut cake, and Autumn Couscous Salad with roasted Vegetables.

One of-a-kind art by all participating artists is available for purchase. Work includes ceramics, fiber, glass, jewelry, mixed media, photography, paintings and sculptures and will be in all price ranges. It's a great venue for buying gifts.

"We had resounding success last year," shares Penny Golden, arts festival READING Chair. "We worked very hard to get all the details together, and this year we want to maintain that level of quality." The public can expect well-received returning artists, as well as approximately 25 new

artists. Jacob Albee, nationally known jeweler and Niche Award winner, will again be present. Local plein air artist Michelle Byrne is also highly anticipated at the event.

Jurying the event will be Nick Mohler, Program Director of the Pennsylvania Guild of Craftsmen, and Kristen T. Woodward, professor of art at Albright College. The two artists have an impressive list of accomplishments and will bring a prestigious level of knowledge to the event.

What makes arts festival Reading truly unique is its venue, GoggleWorks Center for the Arts. It is the largest and most comprehensive arts center in the country. It offers 34 studios for working professional artists, four ever-changing galleries, a film theater, a café, Store, offices for arts and cultural organizations, as well as studios for ceramics, hot, cold and warm glass, wood sculpture, digital media, photography, jewelry and dance.

Admission to arts festival READING is \$7 in advance; \$8 at the door. To learn more and to purchase tickets, visit artsfestivalreading.org or call 610.374.4600, ext. 104. Proceeds from this unique event benefit GoggleWorks Center for the Arts and its mission to "nurture the arts, foster creativity, promote education and enrich the community."

GoggleWorks Center for the Arts is a community art and cultural resource center for Berks County, Central and Southeastern Pennsylvania, and is the largest, most comprehensive interactive arts center of its kind in the country. GoggleWorks is open daily from 11a.m. to 7p.m. Free parking is available in GoggleWorks parking lot, accessible from Second, Third or Walnut Streets. For more information, call GoggleWorks at 610.374.4600 or visit www.goggleworks.org.

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