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FOR IMMEDIATE RELEASE

August 28, 2008

CALL TO ARTISTS IN THE CENTRAL SHENANDOAH VALLEY: NEW HOSPITAL SEEKS SUBMISSIONS

Harrisonburg, VA - A central design principle for the new Rockingham Memorial Hospital is having an ambiance that reflects the healing arts for the mind, body and spirit. To achieve this, a committee of professional art consultants, community members, and hospital staff has been established to furnish the entire hospital with artwork - and work from local artists is a priority!

The hospital will feature a range of art media, and content, color, and theme will be matched with the patients' needs foremost in mind. Artwork will be in the lobby, hallways, patient rooms, restaurant, and more. From pediatrics to maternity to surgical floors, each hospital department will have unique considerations for what art style, content, and media is appropriate and healing.

"I encourage all artists to submit their work for review. Aside from an opportunity for visibility, it is an opportunity to allow their art to contribute to healing and wellness in our community," says Kai Degner, committee member and Executive Director of the Arts Council of the Valley.

Through November 30, the committee is accepting submissions by artists in the central Shenandoah Valley. The committee anticipates reviewing hundreds if not thousands of submissions and will seek to develop a solution that uses local artwork with appropriate healing qualities as much as possible.

Submissions by artists should:

- Convey the style of the artists' work
- Include digital images of artwork
- Include artist biography
- Preferably be in the form of a website or email with attachments

Artwork and artist information should be submitted to Ginny Parker.
Questions can be directed to Ginny Parker.

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