



GRAND BOULEVARD

———— Sandestin® ————

TOWN CENTER

FOR IMMEDIATE RELEASE

Contact:

Jennifer Steele Saunders, CAA Executive Director

850.622.5970

culturalartsED@embarqmail.com

Angela Triplett, Public Relations Manager

Howard Group

850.654.9771

angela@howardgrp.com

CULTURAL ARTS ASSOCIATION AND GRAND BOULEVARD TEAM UP TO BRING BEAUX ARTS BACK TO LIFE

*Ball and Artist Market will also support Sinfonia Gulf Coast
and Seaside Repertory Theatre*

Walton County, FL August 5, 2009 – The Cultural Arts Association(CAA) of Walton County is proud to partner with Grand Boulevard at Sandestin® to bring back to life the Beaux Arts Ball that will raise money for the CAA, along with Sinfonia Gulf Coast and the Seaside Repertory Theatre. The Ball will take place Friday, September 25 at Grand Boulevard’s Grand Park with an Artist Market following on Saturday, September 26.

“Grand Boulevard is thrilled to partner with CAA in their efforts to raise money for the arts and to take part in the rebirth of the Beaux Arts Ball,” said Stacey Brady, Director of Communications for Grand Boulevard.

In researching CAA archives, Executive Director Jennifer Steele Saunders found newspaper clippings from 1992, which is believed to have been the first Beaux Arts Ball that raised money for student scholarships. The CAA Board agreed with Saunders that this event should be brought back to life in order to ensure the long term health of the arts in Walton County. Grand Boulevard graciously offered to partner on the project, offering the use of the beautiful Grand Park for the event to take place. “By offering a portion of the proceeds to important arts organizations like Sinfonia and the Rep, the CAA can truly

move forward in its new role as the umbrella organization for Walton County's arts community," says Saunders. "Our goal is for the Beaux Arts Ball to be an annual event that raises a substantial amount of money for the arts and also a fun event that guests anticipate each year."

Historically, the Beaux Arts Ball (pronounced boze) was a wild and zany event where guests dressed in anything from Mardi Gras style costumes to formal wear. The dress for this year's Ball will be masked and casually chic; costumes are optional. Decorated masks will be available for purchase for \$10-\$15 at the Ball or beforehand at these outlets: Tracery in Rosemary Beach, Eileen West Gallery in Seaside's Ruskin Place, the CAA office in Blue Mountain Beach, the Grand Boulevard Guest Services kiosk and Kitchenique in Destin. Tickets are \$44 a person and can be purchased online at CulturalArtsAssociation.com or at one of the above mentioned businesses.

The purveyors of cuisine and spirits for the Ball include the signature restaurants of Grand Boulevard and one special guest. They are: P.F. Chang's China Bistro, Tommy Bahama's Tropical Café, Cantina Laredo Mexican Gourmet, Mitchell's Fish Market, as well as Emerald Coast Coffee & Grille.

Cash bars will offer signature cocktails, beer and wine. Funky music and dancing will be a focal point of the Beaux Arts Ball, along with a silent and live auction of art donated by the artists participating in the Beaux Arts Artist Market the following day.

The Artist Market will be held Saturday, September 26 from 10:00am – 6:00pm on the North Lawn in Grand Boulevard where fifty local artists will exhibit and sell their work. The Artist Market is free and open to the public.

Artists interested in applying to exhibit at the Beaux Arts Artist Market or businesses interested in providing cash or in-kind sponsorship should contact the CAA at CulturalArtsED@embarqmail.com or 850.622.5970.

About the Cultural Arts Association of Walton County

Founded in 1993, the Cultural Arts Association is the Local Arts Agency for Walton County, serving as an umbrella organization to support the arts through leadership, advocacy, funding, programs and education. The CAA works to be the catalyst for Walton County's growth as a center for artistic and cultural excellence through which

lives are enriched, economy is stimulated and community is strengthened. The CAA provides scholarships for students, grants for teachers, ongoing art workshops for children and adults, along with major arts festivals that include the 30-A Songwriters Festival, ArtsQuest and the Flutterby Children's Arts Festival. For more information about the CAA, visit CulturalArtsAssociation.com.

About Grand Boulevard at Sandestin®

Grand Boulevard is the new shop, work, play and stay Town Center located in Beaches of South Walton along Northwest Florida's Gulf Coast. Based on the prominent mixed-use architectural model, Grand Boulevard offers a dynamic lifestyle experience with convenient access to a multitude of exclusive shopping and dining options, entertainment, professional services, corporate offices and lodging. For more information, please call (850) 654-5929 or visit www.grandboulevard.com.