

GRAND BOULEVARD

— Sandestin® —

TOWN CENTER

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Grand Boulevard Transforms Into An Artist's Canvas for the 13th Annual Italian Street Painting Festival, September 18

Artists and community support needed for this unique school fundraiser.

Miramar Beach, Fla., (August 19, 2010) – Via Colori[®], the Italian Street Painting Festival, is an upscale, signature special event that will be held in Grand Boulevard on Saturday, September 18 from 10 a.m. – 6 p.m. Come see spectacular artists transform the streets of the Town Center, from Fusion Art Glass Gallery to Mitchell's Fish Market, into an artist's canvas of paintings. It is free and open to the public.

Via Colori brings together artists, volunteers and businesses in a unique community project to support Seaside Neighborhood School, one of the first charter schools in Florida. Featured artist Justin Gaffrey and others will paint the boulevard with creative scenes and vibrant colors. Any interested artists are invited to join the fun and support the community's youth. For inquires on being an artist, contact Lisa Porter from the Seaside Neighborhood School at 850.231.0396.

Most of the main street of Grand Boulevard will be closed-off for this pedestrian-friendly event with plenty of available parking within the Town Center. Via Colori is a highly-visible street painting festival geared toward supporting and celebrating the creativity of South Walton while raising needed funds for the school. It is an opportunity to watch artists work – and work along beside them - and for people to view the different art creations. In addition, guests can enjoy live music and a silent auction of many talented artist masterpieces. Via Colori is part of Beaches of South Walton's annual Autumn Tides series of fall cultural events.

Businesses, individuals, families and schools have the opportunity to purchase squares on the street. Purchasers will have their names printed on the street below their square. Purchasers will be paired with artists (or they may designate their own) who will paint the squares with environmentally friendly pastel chalk during the event. There are three space sizes: 6'x 6', 8'x 8' and 10'x 10'.

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For information on purchasing a square or becoming a sponsor, call Lisa Porter at 850.231.0396 or email her at porterl@seasideschool.net.

About Grand Boulevard

Grand Boulevard is the shop, work, play and stay Town Center located on Northwest Florida's Beaches, named one of the top 12 international destinations to visit for 2010 by *Frommer's*. 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.

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Artists, volunteers and businesses come together for the 13th Annual Via Colori Italian Street Paining Festival in Grand Boulevard to benefit the Seaside Neighborhood School.