

**For Immediate Release**

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**ART IN THE PEARL FINE ARTS & CRAFTS FESTIVAL TO HOST FIRST VIRTUAL EVENT, LABOR DAY WEEKEND 2020**

When:    Saturday Sept. 5th through Monday Sept. 7th, 2020, Labor Day Weekend.

Where:    Online - Art In The Pearl Fine Arts & Crafts website: [www.artinthepearl.com](http://www.artinthepearl.com)

Who:    120+ juried artists from across the entire United States, and Canada

**The show must go on!** For the past 24 years, the Art In The Pearl Fine Arts & Craft Festival has been a community event set in the North Park Blocks of Portland's Pearl District on Labor Day Weekend. However, with the outbreak of COVID-19 and ongoing restrictions for large gatherings, virtual events have become the only way forward in 2020.

With most art festivals cancelling this year, our artists, demonstrators and musicians are in desperate need of exposure and sales to maintain their livelihood. Therefore, the volunteer board of Art In The Pearl is creating a digital experience to bring the festival to life online and connect them with our audience of 100,000 people!

This event will feature 120 juried artists with images of their artwork, contact information and online links for purchasing their work. Because Art In The Pearl is an educational non-profit, the online experience will also feature videos of artist demonstrations in their studios and stay-at-home art projects for the whole family to create. It wouldn't be the same without dance and music performances, so a lineup of videos will also be included. This online show can be viewed online at:

**[www.artinthepearl.com/virtualshow](http://www.artinthepearl.com/virtualshow)**

**More information:**

Nationally Recognized as one of the Best Fairs: The Art Fair Sourcebook, the definitive guide to the best juried art and craft fairs in the United States, ranked the Art In The Pearl Fine Arts & Crafts Festival as one of the top 20 art fairs for the past ten years.

Highly Competitive Jurying Process: Applicants from across the nation and Canada vie for the 120+ coveted booth spaces. In 2019 artists came from as many as 30 states across the country, including as far away as Florida. Of the 130 exhibitors, a total of 90+ came from outside the Portland Metro area.

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