



Dear Artists,

During Mission Fed ArtWalk 2019, as we celebrate our 35th anniversary, we will be paying artistic tribute to San Diego's surfing/beach culture in a few different ways.

We have partnered with a business called [Rerip](#) that specializes in repurposing surfboards. Rerip will provide surfboards for artists to turn into art, and we invite you to participate in this creative and important project that benefits [ARTREACH](#), our nonprofit arts education organization that provides high quality visual art education for K-6 schools in San Diego that do not have other means for arts instruction (primarily Title One Schools.)

How it works:

- We will have 20 or more surfboards available in our office. Artists will be able to pick one up or we will make arrangements to deliver them if necessary. Boards will be recycled boards, so please keep in mind there may be some imperfections.
- We are asking artists to paint the boards, mosaic them, carve them, or use their imagination to turn them into artworks that Mission Fed ArtWalk attendees can purchase to support ArtReach. We will collaborate with each artist on the minimum opening bid and "retail value" that we show for the auction.
- We will orchestrate sales of the boards by way of a silent auction at the festival April 27 and 28, 2019. **75% of the proceeds from the sales of these art pieces will benefit ARTREACH, our non-profit affiliated art education program that takes free or low cost art education into K-8 schools county-wide, focusing on Title One schools that have no other resources for art education. Each artist will receive 25% of the sales price after the festival. The portion of the sales price that is received by ArtReach may be tax deductible to you, but we suggest you check with your accounting advisor.**

- We will need all of the boards back at our office by April 1st so that we can incorporate them into our pre-event media outreach, build an online auction, and help us to plan our display.
- Any boards that do not sell will be returned to the artists.
- We will provide information about prepping the board surface to accept paint or other materials.
- All artists are welcome. You do not need to be a participant in the festival for this project.
- We will request a sketch of your design, and if you are an artist that is unknown to our team, we will ask to see samples of your work. Only professional level artists will be accepted into the collaboration.

We hope you will consider participating in this fun and charitable activity. It will also bring you publicity, as we will feature this project on our website, and include it in our PR outreach. And best of all, you're supporting art education in schools, a cause near and dear to all of us in the art community.

Attached is a signup form that you may fill out to participate.

[Email: info@artwalksandiego.org](mailto:info@artwalksandiego.org)

Call: 619.615.1090

Best regards,

Sandi Cottrell, Director & Team ArtWalk