

For Immediate Release

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SHOWTEL'S HUGE ATTENDANCE ELEVATES THE EVENT TO TOP LEAGUE OF CULTURAL EVENTS

West Palm Beach, FL – May 25, 2009 – The seventh annual Showtel took place on April 25, 2009 at Hotel Biba, exceeding expectations by attracting 2,000 people to the one-night art event, a sixty percent increase from last year's show! With this impressive turn out Showtel can claim to be one of the most sought after cultural events of the year in Palm Beach County.

Showtel creator, producer and curator Kara Walker-Tomé credits several factors to the huge increase, including a steadily growing reputation as the show returns each year and an increase in cyber promotion, such as the use of Facebook, an amazingly effective marketing tool.

Response from the community continues to be excellent. One long term Showtel fan is Natalia Hnatiuk, former director of the local **palmbeach3** art fair and now a consultant to international art fairs. After attending her fourth consecutive Showtel she says, "The phenomenal success and growth of Showtel is truly an inspiration to the local arts community in Palm Beach County, and a real asset, providing people with much needed exposure to cutting-edge contemporary art." Tequesta resident Barbara Mehl, who works in real estate, read about Showtel in the newspaper and attended for the first time. After the show she emailed to say, "I absolutely loved Showtel! The spirit and enthusiasm of the show flowed continuously and were contagious. I can't wait for next year!"

A superlative comment came from Blogspot reviewer Barbara Ann Levy who writes about the West Palm Beach and New York art scene. "I left Showtel with the thought that art as entertainment could work to save our art institutions in this down economic climate. I say MORE!"

Showtel artists also continue to enjoy being a part of the show. Adrienne Turk, a new participant says, "Showtel was unlike anything I have been involved in during the past 20 years of my art career, and I'm from New York City! I was so grateful for the opportunity to be exhibited."

Artists were especially grateful this year as Walker-Tomé provided stipends for the first time. Something she has wanted to do for a long time, the success of this year finally made it possible. "The most gratifying thing was to surprise the artists at the end of the show with a small fee. They more than deserve it!" She plans to provide a stipend from now on, which should help to attract more mid-career artists or artists from other counties, ensuring continued quality and diversity.

Walker-Tomé is now in the unique position of needing to trim the audience, as the numbers exceeded capacity for the boutique sized Hotel Biba. That could include a pre-registering system or a higher ticket price, but the best news is Showtel will definitely be a two-night affair in 2010. And spread over two nights that means even more people could attend the show next year! *end*