



NEWS RELEASE

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FOR IMMEDIATE RELEASE: February 6, 2013

WHAT: 24th Annual Friends of the Fine Arts Center Gala & Auction

WHEN: Saturday, March 16, 2013, 7 - 11:30 PM

WHERE: Student Union Ballroom, UMass Campus
Call 1-800-999-UMAS or 545-2511 for tickets or
go online to www.fineartscenter.com/tickets

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THE 24th ANNUAL FRIENDS OF THE FINE ARTS CENTER GALA MOVES TO UMASS CAMPUS FOR MARCH 16TH

It's time for the 24th Annual Friends of the Fine Arts Center's Benefit Gala, Auction and Season Preview at the Student Union Ballroom, Saturday, March 16th, 7 p.m. to 11:30 p.m. The format of the evening has changed from previous years when it took place at the Hotel Northampton. Instead of a moveable feast in several different rooms, guests will be able to have reserved tables of eight and dinner provided by the UMass' award winning Catering Services. According to Development Director John Ebbets, "UMass is a beautiful campus -- we want to showcase it via the event. UMass catering is nationally renowned. We want to give them a chance to strut their stuff." The Gala raises funds to provide access and deeper engagement with the arts to our diverse and our multi-generational communities throughout the Pioneer Valley. Volunteers and board members Elaine Palmer and Mary Ellen Anderson are co-chairing this event.

The evening begins with cocktails, appetizers, and music in the Student Union Foyer and Cape Cod Lounge. Guests will be able to view the live and silent auction

packages throughout the Student Union including fine art from local artists in the Student Union Art Gallery. The ever popular Cloud Nine returns to the Cape Cod Lounge for dancing and karaoke. Dinner starts at 8 p.m. with a sneak preview of the Fine Arts Center's 2013-14 season.

The auction will be busting with plenty of treasures of fine art, original creations, getaways, vacation homes, themed baskets and more all donated from local businesses and artists. There are long getaways to Kamaole Beach Club in Hawaii, The Sloane Club in London, Villa Trina in the Marches region of Italy, a luxury Condo in Punta Gorda Florida or a vacation home retreat in Duck, North Carolina. Or shorter getaways from Boston to the Berkshires including stays at The Colonnade, The Liberty Hotel, and Hotel Marlowe. For sports fans there's Boston Bruins tickets, golf outings, ski passes, rock climbing and sports memorabilia. For scotch lovers Four Seasons has donated a basket that will surely set-up some friendly competition in the bidding. The basket includes two bottles of single malt scotch; four Single Malt glasses by Riedel; a leather bound stainless steel flask; assorted cigars with travel humidior and accessories; and two tickets to their Spring Whisky Dinner at The Lone Wolf in Amherst on March 23. And of course there will be plenty of art from area artists.

Tickets for the Gala event are \$100 per person and includes a \$50 tax-deductible contribution. Corporate sponsorships are available starting at \$500. For more information, please call the Friends of the Fine Arts Center at 413.545.3671. For tickets to the event, call the box office at 413.545.2511 or 1.800.999.UMAS. For more details about the event go online to www.fineartscenter.com/gala.

Presenting sponsors for the Gala include Baystate Health, Fallon Community Health Plan and UMass Catering Services. Leading Sponsors are Daily Hampshire Gazette, Sarah & Mark Tanner and 106.3 WEIB Smooth FM. Additional sponsor support comes from The Davis Financial Group, Florence Savings Bank, Finck & Perras Insurance, Jamie Hartwright & Benjamin Wadham, Motoko Inoue, PeoplesBank, the UMass Alumni Association, and United Bank

Press release text and press-quality images are also available on our website at www.fineartscenter.com/press.

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