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MEDIA RELEASE

For immediate release
February 10, 2010

CHOOSE YOUR CHAIR AT CHAMBER MIXER

Glens Falls, NY – Now is the one and only chance to choose your “Have a Seat in Glens Falls” chair at the upcoming Adirondack Regional Chamber of Commerce Mixer, Thursday, February 18, 2010 from 5:30pm-7:30pm. Over thirty highly imaginative and compelling artist’s renderings will be unveiled for the first time and project sponsors get to pick out the art chair they want to represent them.

If you are a "Have a Seat in Glens Falls" sponsor, this is your **first and only** opportunity to select the chair of your choice. The mixer takes place at The Travelers Building, 333 Glen Street. **Remember, it will be “first come, first served”** to get the chair you want to represent your business. If you’re not yet a sponsor, this is the perfect opportunity to check out the project and, once you’re suitably impressed, sign up and select your chair!

Please rsvp for the ARCC Mixer to project coordinator Stacy Bissell at 518-798-1144, ext. 5 or festivals@LARAC.org. Please do not respond to the Chamber with your reservation. As a “Have a Seat” sponsor, your admission to this event is complimentary otherwise the cost is \$5.00 for ARCC members; \$10 for non-members or walk-ins.

“Have a Seat in Glens Falls” is an outdoor art project that will provide an incentive for locals and tourists to visit and spend time in downtown Glens Falls. Fine regional artists will transform Adirondack-style chairs into works of art reflecting a Glens Falls theme. These fun, whimsical and creative works will add color, vibrancy and visual interest to the landscape of the city thus encouraging pedestrian interaction. Each chair will have a nameplate with the artist’s name, title, and sponsor’s name.

Taking place from Memorial Day through September 2010, *"Have a Seat in Glens Falls"* is presented by Glens Falls National Bank & Trust Company at \$5,000 Centennial Circle level. To date other sponsors at the \$1,000 “Monument” level are Adirondack Trust Company, Finch Paper, Gateway Dermatology, P.C., Miller Mechanical Services, and Stewart’s Shops. The Adirondack Phantoms, D’Ella Autogroup, Friends of Crandall Library, Glens Falls Community Theatre, Greater Glens Falls Transit, JMZ Architects, Legacy Planning Partners/ the Hazewski Family, National Grid, NBT Bank, Saratoga’s Community Federal Credit Union, Schutze Family Dentistry, Scoville Jewelers, Signature Studios, and the Southern Adirondack Child Care Network, SUNY Adirondack Community College, and Williams & Williams Designers are all at the “The Bandstand” \$500 level. Project media sponsors are The Chronicle, Mannix Marketing, and Regional Radio Group. Special event sponsor is Glens Falls Area Realty.

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An aggressive marketing campaign, including a dedicated web site, will be in place promoting the artists and sponsors, as well as highlighting the many shopping, dining, cultural, and entertainment choices in the downtown district. Higher foot traffic will result in increased business for downtown Glens Falls, which in turn benefits the entire local economy.

“Have a Seat” project committee members are: Nick Caimano, Adirondack Regional Chamber of Commerce Special Projects; Alice Grether, Director of Tourism & Business for the City of Glens Falls; Lynn Shanks, Development Director for Crandall Public Library; Patti Gray Whann, Owner of Glens Falls Area Realty & Business Improvement District representative; Ellen Butz, Executive Director of LARAC; Stacy Bissell, LARAC Festival Coordinator.

On Wednesday, September 15, 2010, there will be a “chair-itable” event and live auction where “Have a Seat” chairs will be sold to the highest bidder. Twenty-five percent of the sale price goes to the artist. Net proceeds from the project will be divided between three of the sponsoring organizations – the Lower Adirondack Regional Arts Council (LARAC), Crandall Public Library, and the Business Improvement District (BID) for the City Park Restoration Project.

For more information contact Alice Grether, City of Glens Falls Director of Tourism & Business, at 518-761-3864 or agrether@cityofglensfalls.com.

jpeg project logo attached