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PRESS RELEASE

FOR IMMEDIATE RELEASE

SF Weekly To Present The MasterMinds™ Of 2010 At Artopia®

Winning Artists Will Receive Grants of Up to \$2500

San Francisco, February 9, 2010 — SF Weekly is counting down the days to their third annual Artopia event, taking place at Project One (251 Rhode Island Street, San Francisco, CA 94103) on Wednesday, February 17 from 6-10pm. It will be an evening to celebrate the twelve Masterminds finalists who were chosen out of 250 submissions in the following four categories: visual arts, fashion design, performing arts and/or film/video/media. These artists will be featured in SF Weekly which will hit stands on Wednesday, February 17, 2010. That evening at Artopia, the top three artists will be announced and awarded grants of up to \$2500. This celebratory party will include complimentary hors d'oeuvres from Whole Foods, Mission Minis, Cinnaholic and Kung Fu Tacos. There will also be an open hosted bar featuring Miller's Blue Moon beer, Don-Q Rum, Tallulah Wines and Jill Witty Spirits liquor.

SF Weekly is in their third year of presenting Artopia to the San Francisco community and has given away up to \$20,000 in grants to artists of the San Francisco Community. We invite all Bay Area residents to attend and support these talented artists. Presale for tickets is happening now at the discounted price of \$5 and can be purchased at www.sfweekly.com/artopia. Tickets will also be available at the door of the event for \$10. Proceeds will go towards the Masterminds™ grant program of 2011.

For more information on this event and available sponsorship opportunities, please contact Melissa Glass at Melissa.Glass@sfweekly.com or call 415/536.8102.

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IMG 1: Print Ad



artopia

An evening of Bay Area music, art, film, fashion and culture.

SF Weekly will be awarding
local artists with grants of up to \$2500!

Wednesday February 17, 6-10pm

Come Experience:
2010 Masterminds Art Exhibit | Music by DJ Marc D
Communal Art Project with Jenn Farmer and Paolo Salazar
Beautiful painted ladies by Ian Ross

Be seen at:
Project One
251 Rhode Island Street

Enjoy:
Hosted Open Bar
Complimentary Hors d'oeuvres from Whole Foods, Cinnaholic & more

React:
Tickets on sale NOW at
www.sfweekly.com/artopia
\$5 presale / \$10 at the door

Must be 21+ | Proceeds will go towards MasterMinds 2011
For more information please visit SFWeekly.com



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IMG 2: Masterminds Finalists



IMG 3: Artopia Logo



IMG 3: Masterminds Logo



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IMG 4: Event Venue Logo



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SF Weekly is San Francisco's smartest publication. That's because we take journalism seriously, but not so seriously that we let ourselves be guided by an agenda. In fact, we cherish our political independence: The paper has repeatedly challenged massive public subsidies for private developments by leading San Francisco business interests—but it has also blamed liberal political advocates for fostering inhumane conditions at a city jail. Add to our array of public-interest stories a comprehensive entertainment guide—led by incisive, award-winning writing on the cultural scene—and you'll see why *SF Weekly* has acquired a loyal audience of active, urban professionals, an audience as diverse as the city we cover.