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For Immediate Release

ArtServe and the McDonald's® Air & Sea Show® Call Artists to Participate in Community Art Competition

Local artist George Gadson creates spectacular eagle sculpture

FORT LAUDERDALE, FL (February 19, 2007) – ArtServe and the McDonald's Air & Sea Show will again join forces for a community art project and invite artists to create their vision of national pride in honor of the men and women of the armed forces. "Eagles Soar...A Tribute to Liberty", will challenge artists to enhance spectacular eagle sculptures created by local artist George Gadson.

Local artists are invited to submit sketches that depict how they will decorate the eagle replicas with their own creative styles that portray a message of loyalty, freedom, strength, dedication and heroism. Through a competitive judging process, a select number of artists will be chosen to bring their concepts to life. The final pieces of art will be unveiled at ArtServe's "Air & Sea Florida Landscapes" exhibition during Fleet Week USA® presented by McDonald's®. The exhibition will run April 23 – May 18 at ArtServe's JM Family Enterprises Gallery.

"ArtServe is very excited to have the opportunity to honor our national heroes through this community project in partnership with this prestigious event," ArtServe Executive Director Maureen Kohler said. "Each artist's own creative style and message of freedom will definitely touch the hearts of those who attend the event."

Local artist George Gadson was commissioned to create spectacular (1.5 by 3 foot) clay sculpture of an eagle. The sculpture will be used to mold a limited number of fiberglass replicas, and the mold will be destroyed following the competition to maintain authenticity.

"The McDonald's Air & Sea Show is proud to partner with community organizations like ArtServe," said Mickey Markoff, executive producer of McDonald's® National Salute to America's Heroes.SM "Now in its 13th year, this event continues to demonstrate its vital role in the community, fostering a variety of initiatives that help local organizations."

Artists chosen to participate in the project will receive a prize package including a VIP invitation to the McDonald's Air & Sea Show kick-off press conference, two complimentary tickets to Seminole Paradise's The Art of Fine Wine event, two special guest passes to Media Day as part of the McDonald's Air & Sea Show, two VIP McDonald's Air & Sea Show Hospitality passes and merchandise from the 2007 McDonald's Air & Sea Show.

Artists interested in submitting a sketch for a chance to participate in the project can visit www.artserve.org to download an application. Along with the application, artists should submit two photos of previous work. All application materials are due by March 6.

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Supporters of the local arts community also have the opportunity to take part in the project by sponsoring an eagle for \$750. The sponsorship includes ownership of one of the eagles, an invitation to the unveiling event and recognition in the project's marketing campaign.

Since its inception in 1993, ArtServe has been dedicated to serving the needs of artists and nonprofit cultural organizations in Broward County. ArtServe has become a national model for other arts supporting organizations. Centrally located in Fort Lauderdale, ArtServe is a multi-purpose facility that offers a shared office environment and venue at affordable costs to the more than 350 nonprofit cultural organizations and 10,000 artists living and working in Broward County.

The McDonald's Air & Sea Show, slated for May 5-6, 2007, is a two-day extravaganza featuring world class military and civilian air, water and other entertainment activities as part of the McDonald's National Salute to America's Heroes. This 13th annual event draws millions of spectators to witness amazing performances by a host of dynamic forces, including the United States Air Force Thunderbirds Demonstration Team. This exhilarating weekend is preceded by Fleet Week USA presented by McDonald's.

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