



ARTSFUND

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ArtsFund, Director of Strategic Initiatives & Communications

ArtsFund Celebrates Creativity at Seafair's Milk Carton Derby

Seattle, WA – On Saturday, July 12, 2014, ArtsFund is partnering with Seafair for the Annual Milk Carton Derby. Over 100 milk carton boats of all shapes and designs compete in front of 10,000 spectators, and this year, ArtsFund is adding “arts” into the mix.

ArtsFund is debuting a new design category – the **ArtsFund Celebrates Creativity Award: Set your imagination afloat!** -- and will offer prizes in 3 sub-categories: Youth, General and Military. All Showboat entries are eligible for the ArtsFund Celebrates Creativity Award, which showcases the inspiration and innovation behind this year's entrants. The Showboat Parade is scheduled for 12:30pm.

Mari Horita, ArtsFund President and CEO, stated, “Sharing the stories behind the winning creations will be a great way to highlight that innovation and artistry are shared by everyone, and that celebrating creativity enriches the community and is tons of fun!”

ArtsFund will also be the official sponsor of the **ArtsFund Team Challenges**, two 45 minute on-site boat-building competitions (currently scheduled for 10:45am and 12:45pm). In the final 15 minutes of each round, the teams will have the chance to add fun and decorative elements to their boats. Celebrating creativity in action, ArtsFund will award prizing highlighting creativity in impulse and execution.

The Milk Carton Derby runs from 9:30am-4:00pm, and takes place on the south shores of Green Lake. ArtsFund events run between 10:30 and 2:30. The Milk Carton Derby Awards Ceremony begins at 3:30pm.

Horita continued, “This day will be a fun way to reinforce ArtsFund’s message of strengthening the community through support, recognition and celebration, of the arts. We invite you to join us, and set your imagination afloat!”

Judges for the ArtsFund Celebrates Creativity Prizing include: **Mari Horita**, ArtsFund President & CEO; **Sandy McDade**, ArtsFund Chair-Elect (Weyerhaeuser); **John Lapham**, ArtsFund Board Member (Getty Images); **Lane Galloway**, ArtsFund Associate (POP); **Mahi Demissie**, ArtsFund Associate (Sellen Construction); **Craig van den Bosch**, Museum Educator for School & Educator Programs (Seattle Art Museum).

Prizing includes ticket packages from **5th Avenue Theatre**, **Seattle Children’s Theatre**, **Earshot Jazz**, **Seattle Shakespeare Company** and the **Seattle Art Museum**.

For more information, visit: <http://www.artsfund.org/events>

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ArtsFund’s Mission: ArtsFund strengthens the community by supporting the arts through leadership, advocacy and grant making.