

FOR IMMEDIATE RELEASE

**CALL FOR SIGNATURE ART!
ART ENTRIES SOUGHT FOR THE 49th ANNUAL KONA COFFEE CULTURAL
FESTIVAL**

Kailua-Kona, HI (February 13, 2019)—Kona Coffee Cultural Festival, Hawaii's oldest food festival, announces its Call for Signature Art for the official image of the 2019 Kona Coffee Cultural Festival. Hawaii artists are invited to submit original Kona coffee art in all art forms including fine art, graphic design and photography. Artists are encouraged to be inspired by the culture behind the cup and consider the Festival's mission to preserve, perpetuate and promote Kona's unique nearly 200-year coffee heritage. Artists of traditional media including oil, acrylic, tempera, watercolor, illustrations as well as computer graphics and photographers are invited to participate. There is no entry fee to participate and the competition is open to all Hawaii Island residents 18 and older. Artwork submissions are due by Friday, April 5, 2019.

ELIGIBILITY: The Poster Art Submission is open to Hawaii State residents only. Selected artists from the two previous years are not eligible.

COMPENSATION: One submission will be selected from all eligible entrants. The selected artist will receive:

- Monetary honorarium of \$500
- Name recognition on all print collateral, including poster, magazine and rack cards
- A feature on the Kona Coffee Cultural Festival website along with a link to the artist's homepage
- A photo and feature in the Festival's media kit and 32-page full color magazine
- Press release showcasing the artist and the art

SELECTION: Signature Festival art will be selected in April, based on the following:

- Artistic execution and marketing adaptation (60%)
- Conformance to the guiding mission (40%)

SIGNATURE ART: The concept image must be adaptable, in whole or in part, for the use in other media, including but without limitation, advertisements, t-shirts, brochures and rack cards. Typography should not be included within the art.

Artwork submissions are due by Friday, April 5, 2019 and should be delivered to Malia Bolton Hind at the Kona Coffee & Tea Company located at 74-5588 Palani Rd, or entries can be submitted electronically via email to maliabolton@gmail.com. Be sure to include "Festival Submission" in the subject line with electronic entries.

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About Kona Coffee Cultural Festival

The award-winning Kona Coffee Cultural Festival is recognized as the oldest and one of the most successful food festivals in Hawaii. The 2019 Festival, November 1 through 10, includes 10 days of events that promote Hawaii's unique culture and diversity and supports the Festival's mission to preserve, perpetuate and promote Kona's unique coffee heritage.

The Kona Coffee Cultural Festival is supported as a Signature Event by Hawaii Tourism, and is made possible through the support of UCC Ueshima Coffee Co., Ltd., Kamehameha Schools, Alaska Airlines, Hawaii Community Federal Credit Union and numerous other corporate and community donors.