

# WNC MAGAZINE

*Mountain Living in Western North Carolina*

FOR IMMEDIATE RELEASE



Contact: Jackie T. Thomson  
Leapfrog Public Relations  
[jtyler@leapfrogprco.com](mailto:jtyler@leapfrogprco.com)  
843-579-0500

## Artists "On the Verge"...

### **WNC Magazine and Asheville Area Arts Council Host Competition for Undiscovered Talent**

**September 25, 2008** – Asheville, NC – *WNC* magazine and the Asheville Area Arts Council have joined to host the first-ever "On the Verge" competition, looking for new or undiscovered talent across the 23 counties of Western North Carolina. Artists of all media types are welcome to submit their works — from painters and potters to glassblowers and blacksmiths. "Western North Carolina is full of talented practitioners in nearly every medium — the only downside in having such a rich and deep pool of talent is that sometimes it is difficult for new artists to make their mark," says *WNC* magazine editor Eric Seeger, "We aim to change that with 'On the Verge.'"

Applicants can find more information, including eligibility criteria and entry guidelines, on *WNC* magazine's website ([www.wncmagazine.com](http://www.wncmagazine.com)). The competition is open to all artists who have yet to have a solo exhibit and have resided in *WNC* magazine's coverage area for at least one year. Winners will be selected by a curator and panel of judges tapped from the regional arts community.

A month-long gallery exhibit will feature the winning works, and finalists will be featured in the May 2009 issue of *WNC* magazine. A percentage of sales will benefit the Asheville Area Arts Council, a non profit organization dedicated to educating the community about art and supporting local artists and organizations. The artists will also be awarded an exclusive consultation with Wendy H. Outland of "Who Knows Art" ([www.whoknowsart.biz](http://www.whoknowsart.biz)). They will receive contact and resource information and learn first-hand from this arts administration expert how to further their craft.

Submissions are being accepted now through **December 1, 2008**. All pertinent information can be found on [www.wncmagazine.com](http://www.wncmagazine.com).

With special thanks to...



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*WNC is a regional lifestyle magazine celebrating the unique people and cultures; arts, crafts and architecture; history; and foodways of Western North Carolina. Each issue includes features on current issues facing residents, profiles on intriguing locals, and regular departments with gorgeous homes, great weekend escapes, outdoor adventures, a calendar of regional events and a comprehensive dining guide. Please visit [www.wncmagazine.com](http://www.wncmagazine.com) to learn more.*

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