

## News Release

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### **EXCEL IN MARKETING KICKS OFF COMMUNICATION EFFORTS FOR ORINDA ARTS IN THE PARK PROGRAM**

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The Orinda-based consulting team of Excel in Marketing is leading communications efforts to launch Orinda's first annual Arts in the Park, presented by the Orinda Arts Council. The Arts in the Park program will be a visual and performing arts festival held on Sunday, September 10, 2006 at the Orinda Community Center. While the actual event is still months away, there are many facets of the event that are already in the planning stages.

Starting this spring, the visual component of the festival is a public art program called BirdHaus will get underway. Much like its name, the artistic fundraising effort is built around the concept of designer birdhouses. Up to 30 unique and artistically creative birdhouses will be crafted by well-known local artists, architects, families, schools, and builders with varying themes and styles. Once constructed, the birdhouses will be displayed throughout the community during the summer for local residents to not only enjoy, but over which to marvel.

On September 9, 2006, the featured Birdhouses will be auctioned at a festive community dinner, sponsored by \_\_\_\_\_. Proceeds from Arts in the Park/BirdHaus auction will also help to support the local Habitat for Humanity.

BirdHaus is only one component of the Arts in the Park celebration, as there will be numerous art activities for the whole family. There will also be a performing arts

competition –“Orinda Idol,” for which auditions begin this summer for Orinda students at their individual schools. Students can either submit tapes or audition live to be considered for the finals on September 10, 2006. Finalists will be reviewed by a panel of celebrity judges and awarded cash prizes in each age category.

All Arts in the Park events are geared to encourage enthusiasm for and participation in the local arts. It also helps to generate much needed funds for the arts in our schools and community at large.

Orinda-based Excel in Marketing is leading the communications committee to design a promotions plan, messaging, placement, and the tracking of creative materials such as: press releases, pitches, advisories, flyers, banners, posters, and other promotional items throughout the community starting in March 2006.

“We are thrilled to give our time and talent back to the community in which we live and work,” said Christine Temple-Wolfe, Principal of Excel in Marketing. “This is a tremendously important endeavor as we celebrate the importance of creativity in our community and the need for more funds to develop sound artistic programs for students and other members of our community. Art programs are essential to our local youth to balance the curriculum they are currently offered. Developing key artistic skills can enrich their academic performance, and enable them to express their individuality in a positive way that benefits our community as a whole.”

For additional information on the upcoming Orinda Arts in the Park event or to make a donation to help support the effort, please contact Christine Temple-Wolfe at [christine@excelinmarketing.com](mailto:christine@excelinmarketing.com).

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