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GOVERNOR NAPOLITANO NAMES SEDONA'S JAVELINAS ON PARADE PROJECT AN "ARIZONA TREASURE"

As part of her "Arizona Treasures" tour, Governor Janet Napolitano visited Sedona this week to designate Sedona's Javelinas on Parade as a statewide treasure. The event, held at Tlaquepaque Arts & Crafts Village attracted nearly 100 artists and residents. Napolitano complimented the Sedona Arts Festival and the Sedona Chamber of Commerce on their collaborative partnership and dedication to promoting the arts in Arizona through this project.

Accepting the award on behalf of the Sedona Arts Festival was Deb Bodnar, Executive Director and Sedona Chamber of Commerce Chairman of the Board of Directors, Joel Gilgoff. "We're excited about the response that we've received thus far from both the artists and the community," says Deb Bodnar. "It is such an honor for the Javelinas on Parade project to be designated an Arizona treasure by the Governor. We are grateful to the Greater Sedona Community Foundation for the partial funding the project received as part of their 'Good Idea Grant' awarded this spring."

"Arizona Treasures" will be featured as part of the Arizona Office of Tourism's in-state marketing campaign, an effort to urge residents to tour their own state. "Arizona Treasures" highlights a number of different attractions across the state, some of which many Arizonans may not know about, but make interesting sightseeing.

"While I often get out and around the state, these stops are a chance to bring attention to Arizona's rich history, tradition and beauty," said Napolitano. "Arizona is full of attractions that these local communities call treasures, and this tour is a perfect opportunity for the rest of the state to see why."

The most recent "Arizona Treasure," Javelinas on Parade is a joint project between the Sedona Arts Festival and the Sedona Chamber of Commerce. Sculptor Barbara R. Brown has created two life-size javelinas, a mother named "Mabel" and her baby, "Oscar" that will be cast in resin with a base by Timber Creek Art Works located in Dewey, AZ. Artists will be selected and asked to adorn the sculpture(s). These sculptures will first be adopted for a period of 24-36 months by a sponsor. Currently 28 sponsors have committed to the event.

The decorated javelinas will go "on parade" throughout the Sedona area with various activities planned around them to market art and businesses. For example, one activity will be a scavenger hunt with a map for visitors to lead them to the locations where the Javelinas are on display. The Chamber will conduct drawings for the winners of these hunts. Other activities designed to promote tourism in the greater Sedona area will be planned as the process develops.

In the fall of 2007, many of the sculptures will go back into a Gala Auction event, which will be the primary fundraiser for the Sedona Arts Festival and the Chamber of Commerce as well as other non-profits in our area.

For more information about the Arizona Treasures tour, visit the website at www.arizonatreasures.gov. For more information on the Javelinas on Parade visit www.Javelinasonparade.com.

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