

# SOUTHERN EXPOSURE

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## FOR IMMEDIATE RELEASE

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### Southern Exposure's 11<sup>th</sup> Annual Monster Drawing Rally A Live Drawing Event and Fundraiser

**Date:** Friday, February 25, 2011  
**Time:** 6:00 to 11:00 PM  
**Donation:** \$10 & up  
**Location:** Verdi Club  
2424 Mariposa  
(between Potrero & Hampshire; 17<sup>th</sup> & 18<sup>th</sup>)



2010 Monster Drawing Rally

**San Francisco, CA, December 16, 2010** - Southern Exposure is pleased to announce the **11th Annual Monster Drawing Rally**, a live drawing event and fundraiser featuring over 130 artists, being held on Friday, February 25, 2011 at the Verdi Club. A list of participating artists will be available in mid January and updated weekly at [www.soex.org](http://www.soex.org).

Demystifying a process that usually takes place in the privacy of the studio, the Monster Drawing Rally allows spectators to observe artists in the act of creation in the public domain. In keeping with Southern Exposure's mission to provide an environment accessible to art and artists, the Monster Drawing Rally sets the stage for extraordinary interaction.

Providing the basic necessities of the drawing practice--pencils, charcoal, pens, markers, ink, and paper--Southern Exposure creates the context while the artists create the content of the drawings. The evening will consist of four one-hour shifts that each feature approximately 30 artists drawing simultaneously. As the drawings are completed, they will be hung on the walls and made available for purchase for \$60 each. The Monster Drawing Rally provides a unique opportunity to watch a drawing come to life, and to purchase a work of art minutes after its completion. Proceeds from the event provide direct support for Southern Exposure's Exhibitions and Artists in Education Programs.

The response to the Monster Drawing Rally continues to grow. To date, over 800 artists have all come together to donate talent, time and artwork in support of Southern Exposure's mission. The Monster Drawing Rally has also become a national model. SoEx has partnered with nonprofit arts organizations in Los Angeles, Minneapolis, Richmond, Brooklyn and Cleveland to help them establish the Monster Drawing Rally with our support. Southern Exposure is proud to share our successful fundraising models and community-building

strategies with similar artist-centered organizations. Southern Exposure is committed to serving as a resource for the national visual arts community through this and its other programs.

**The Monster Drawing Rally will take place at the Verdi Club**, located at 2424 Mariposa Street, only seven blocks away from SoEx's 20<sup>th</sup> Street home.

For images and additional information about the Monster Drawing Rally please call Courtney Fink at 415-863-2141 or email [director@soex.org](mailto:director@soex.org).

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### **ABOUT SOUTHERN EXPOSURE**

Southern Exposure (SoEx) is a nonprofit visual arts organization founded in 1974 that supports emerging artists and youth in a dynamic environment in which they can develop and present new work and ideas. An active presence in the Bay Area for 35 years, the organization evolves in response to the needs of artists and the community, engaging the public in the artists' work. Activities range from exhibitions of local, regional, and international visual artists' work, education programs, and lectures, panel discussions, and performances. Southern Exposure is dedicated to giving artists—whether they are exhibiting, curating, teaching, or learning—an opportunity to realize ideas for projects that may not otherwise find support. Southern Exposure supports artists through three main program areas including the Exhibitions Program, Artists in Education Program and Alternative Exposure Grant Program/Artists Resources Program.

For more information and images, contact Courtney Fink at (415) 863-2141 or [director@soex.org](mailto:director@soex.org). Southern Exposure is located at 3030 20<sup>th</sup> Street (at Alabama), San Francisco, CA 94110. Office Hours are Monday through Friday from 10 am to 6 pm and Gallery Hours are Tuesday through Saturday from 12 to 6 pm. Admission is always FREE. Website: [www.soex.org](http://www.soex.org).