

SOUTHERN EXPOSURE

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FOR IMMEDIATE RELEASE

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Southern Exposure's Annual Monster Drawing Rally A Live Drawing Event and Fundraiser

Date: Friday, June 8, 2012
Time: 6:00 to 11:00 PM
Donation: \$15 & up for admission
Location: Verdi Club
2424 Mariposa
(between Potrero & Hampshire; 17th & 18th)



2011 Monster Drawing Rally

San Francisco, CA, April 26, 2012 - Southern Exposure is pleased to announce the **Monster Drawing Rally**, a live drawing event and fundraiser featuring over 120 artists, being held on Friday, June 8, 2012 at the Verdi Club. A list of participating artists will be available in mid May and updated weekly at 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 make art and artists accessible, the Monster Drawing Rally sets the stage for extraordinary interaction, providing a unique opportunity to watch a drawing come to life, and to purchase a work of art minutes after its completion.

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 immediately made available for purchase for \$60 each. Proceeds from the event provide direct support for Southern Exposure's programs.

The response to the Monster Drawing Rally continues to grow. To date, over 1000 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 Southern Exposure.

For images and additional information about the Monster Drawing Rally please call Morgan Peirce at 415-863-2141 or email development@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 37 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 Morgan Peirce at (415) 863-2141 or development@soex.org. Southern Exposure is located at 3030 20th 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.