



**For Immediate Release**

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**Sonoran Arts League Celebrates 40<sup>th</sup> Anniversary**  
*40 years of supporting the arts, artists, and art education*

**Carefree, AZ, March 16, 2015** – The Sonoran Arts League, a dynamic group of over 470 artists and volunteers, celebrates four decades as the premier art organization supporting the arts, artists, and art education. The 40<sup>th</sup> Anniversary Celebration will be held on March 21, 2015 in downtown Carefree within the Sanderson Lincoln Pavilion area. The fundraiser begins at 6:30 p.m. with 400 attendees expected at the event.

Event highlights include:

- Silent Auction Fundraiser – with unique original artwork from Sonoran Arts League artists.
- Musical entertainment by The Sahnas Brothers.
- Outstanding food from local restaurants.
- Three Arizona wineries will be on site including Arizona Stronghold Winery and Vineyard. These wineries are generously donating 50% of all sales back to the Sonoran Arts League.
- Sonoran Arts League Float (featured in the Fiesta Days Parade in Cave Creek) will be on-site for guests to view.
- Hosting a ‘Name the Lizard’ mascot contest. The League’s mascot is a “Sonoran Whiptail Lizard” and has remained nameless for the past 40 years. This year, the lizard will get a name. The ‘Name the Lizard’ contest starts March 1 and runs through June 30, 2015. Details on how to register will be online at [www.sonoranartsleague.org](http://www.sonoranartsleague.org).
- The League has partnered with the Town of Carefree for its annual presentation of the Spirit of Carefree Award. The award, presented by the Town of Carefree, highlights a Carefree citizen who has demonstrated an exceptional spirit of community service and volunteerism. The handcrafted art glass sculpture award, created by Sonoran Arts League member and artist Peggy Pettigrew Stewart, will be on display in the Carefree Town Hall lobby up until the event.

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- Youth Art Scholarship Winners Presentation will take place after the Spirit of Carefree Awards. Awards will be presented to four scholarship winners and seven honorable mentions. Seventy-five percent of the proceeds raised during the event will fund youth art and scholarships. All 11 Youth Art award winners will have their artwork on exhibit at the Gallery at el Pedregal from March 15 through April 15.

General admission tickets are \$20 and go on sale starting February 16 on the League website at [sonoranartsleague.org](http://sonoranartsleague.org) or by calling 480-575-6624. For more information, contact Pat Bell-Demers at 602-367-2299 or [info@sonoranartsleague.org](mailto:info@sonoranartsleague.org).

**About the Sonoran Arts League:**

The Sonoran Arts League is committed to promoting art through leadership and service to artists and art education, with a special focus on mentoring youth. The League is a non-profit organization serving local, regional and statewide members, drawing friends and followers throughout the USA and Canada. We believe that artistic awareness is essential to life and community. Our vision is to be the premier art organization that supports and serves our community by nurturing a culture of creativity through education, events, and activities that connect the arts to the human spirit.

Formed in 1975 as the Cave Creek Craft Council, the organization's 470+ members actively participate in community outreach programs, youth mentoring and art education. The League produces several events, such as the annual Hidden in the Hills Studio Tour & Sale, and the yearly Sonoran Festival of Art, and partners with The Boulders Resort on The Gallery at el Pedregal in North Scottsdale and the Foothills Food Bank & Resource Center on the annual Empty Bowls Project.

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