



**American Style Magazine names Gloucester and Cape Ann for 2<sup>nd</sup> year in top 25 Arts Destinations for cities under 100,000**

*Campaign led by seARTS with support from Cape Ann arts and cultural organizations and community*

- What:** Summer Issue American Style Magazine
- Who:** Society for the Encouragement of the Arts
- Where:** <http://www.americanstyle.com/2011/05/top-25-small-cities-2>
- When:** Campaign for Gloucester conducted November 2010-March 2011-  
Announced in new June 2011 Issue of American Style

May 24, 2011, Gloucester, MASS. The Society for the Encouragement of the Arts (seARTS) is pleased to announce that Gloucester has been named as a "Top 25 Small City" on its list of top arts destinations across the United States. Small cities are identified as having populations under 100,000 and the nomination for this category was submitted for Gloucester with the intent of highlighting all of Cape Ann in the coverage of the area. seARTS Board Member-elect Kristine Fisher led the campaign with the seARTS Board and art community to get Gloucester on the ballot and then to rally the community and American Style readers to vote! In her September 2010 letter to the editor, Kristine sums it up this way, "One of our goals at seARTs is to raise the level of awareness with the American public about the richness of our very creative community."

Gloucester was voted in #3 just behind Asheville, North Carolina and Sante Fe, New Mexico and was specifically mentioned as an "up and comer." The article specifically references Rocky Neck, the Nights on the Neck, the new "Annie" theater, the Cape Ann Artisans tour and the Waterfront Festival.

American Style focuses on Art, Craft, Travel and Interior Design and is an excellent resource for artists and art enthusiasts as it publishes the top art events across the country, highlighting select destinations and profiling individual artists. The idea to pursue this campaign came out of a seARTS strategic planning initiative to look at how great art communities get noticed throughout the country. "This honor goes a long way toward endorsing the path we are on to support and promote Cape Ann as a beautiful and welcoming place to enjoy the arts - American Style is focused on visual arts, but we are committed to continue to look for and respond to all such opportunities to support all genres of arts and culture on Cape Ann," says seARTS spokesperson, Jacqueline Ganim-DeFalco. "We hope all the arts and cultural groups and artists will benefit from this coverage and leverage this honored place among other great art communities." seARTS would like to extend

special thanks to the art associations and our local media, in particular, Good Morning Gloucester who helped get everyone out to vote.

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*About seARTS: The Society for the Encouragement of the Arts is a coalition of individual artists, art organizations, cultural and civic groups, and businesses working to improve the economic base for the arts on Cape Ann, and to promote Cape Ann's thriving arts community and rich arts heritage. The Society for the Encouragement of the Arts has been a recipient of the Massachusetts Cultural Council's Adams Arts Fund for Cultural Economic Development and the Boston Foundation's Bruce J. Anderson fund. For more information about seARTS visit [www.searts.org](http://www.searts.org) or [info@searts.org](mailto:info@searts.org)*