



FOR IMMEDIATE RELEASE: November 30, 2010

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FUNDRAISING BOOK FAIR AT BARNES AND NOBLE TO SUPPORT THE ARTS

Sacramento, CA—As a part of their community outreach efforts, Barnes & Noble at Arden Fair Mall will offer a very special event to support the Sacramento Metropolitan Arts Commission (SMAC) on Sunday, December 12th. The fundraiser offers patrons a simple way to support the arts and get their holiday shopping done all at once.

SMAC will receive a portion of net sales proceeds on Sunday, December 12th from sales at the Arden Fair location and all Barnes & Noble locations nationwide, and Barnes & Noble online purchases using a special “SMAC” book fair ID from Dec. 13th through the 17th.

Proceeds from the sales will help support arts education programs, arts experiences for youth and clients of community organizations, and professional development opportunities for artists and educators.

DATE: IN-STORE--Sunday, December 12, 2010—9:00 a.m. to 9:00 p.m.
ONLINE--For patrons who are unable to attend on the 12th, you may purchase online Dec. 13-17 by logging onto: www.BN.COM/bookfairs, enter book fair ID # at check-out: 10375962

WHAT: Barnes & Noble Book Fair to benefit SMAC—in-store performances on the 12th by local arts groups, special art exhibits and more.

WHERE: Barnes & Noble, 1725 Arden Way, Sacramento, 95815 -- Arden Fair Mall

FOR MORE INFORMATION: Log onto <http://www.sacmetroarts.org/whats-new.html>

The Sacramento Metropolitan Arts Commission is devoted to –supporting, promoting and advocating for the arts in the region. For further information on programs and opportunities through the Sacramento Metropolitan Arts Commission go to: www.sacmetroarts.org. SMAC is funded by the City and County of Sacramento.

AVAILABLE FOR INTERVIEW:

Allison Joe, Commissioner, Sacramento Metropolitan Arts Commission.

Please contact Roberta McClellan at (916) 595-9800, e-mail:

robertaamcclellan@comcast.net to schedule interviews.

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