

# >> NEWS FROM ART LEAGUE WEST >>

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## ART LEAGUE WEST REVEALS 'ART OF MARKETING ART'

It may not call for paint, brushes, steel or clay, but marketing can be an art. "When people ask me if I'm an artist, I tell them that marketing is my act of creativity," says Mary Westheimer, marketing manager for sculptor Kevin Caron.

Westheimer will present "The Art of Marketing Art" on Wednesday, April 21 beginning promptly at 7:30 p.m. at the PebbleCreek Creative Arts Center in Goodyear for Art League West, a 13-year-old nonprofit organization that helps artists of myriad mediums and skill levels in the West Valley.

Westheimer will share practical tips on how she uses a spectrum of electronic and traditional tools to boost name recognition - and sales - for Caron, who has had more than 30 public, commercial and private commissions. His work can be found in public and private places from New York to New Orleans to California and Oregon. His sculpture "Hands On" won the 2009 Best of the West Arts & Culture award from Westmarc. Caron has been featured in *Phoenix Home & Garden* and *Phoenix* magazine as well as garnered mentions in publications from coast to coast. He has also sold more than \$36,000 worth of work online.

"Many of the things we are doing are easy and free," says Westheimer. "I'm glad to share what we've learned to help artists - who are basically small business owners - make their work more visible." Westheimer will discuss using Web sites and social media effectively, how to make every email work for you, how shows can become a vehicle for news coverage as well as sales, how to build mailing lists and what to do with them once you have them, and much more. "I also look forward to questions - I am always learning," she says.

The talk is free for Art League West members, \$5 for non-members. For more information, contact Linda Lewis at [lindalewis\\_artist@cox.net](mailto:lindalewis_artist@cox.net) or 623-536-0405.

