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FOR IMMEDIATE RELEASE

PARADISE CITY ARTS FESTIVALS ARTWORKS AIR ON WGBY; ONLINE AUCTION OF DONATED ITEMS TO BENEFIT PUBLIC TV STATION

Superior handcrafted works by America's top artisans can be seen on WGBY, public television for western New England, beginning Saturday, May 20 at 7:30 p.m. when "WGBY Presents The Paradise City Collection." Items featured during the show will be displayed at the Paradise City Arts Festival during Memorial Day weekend, May 27-29 at the Three County Fairgrounds in Northampton and will be auctioned online via auction website eBay to benefit WGBY.

"This very popular programming is also a great opportunity to get a sneak preview of some of the items featured at the festival through the TV program," said WGBY Director of Special Events, Charley Rose. "Viewers then have an opportunity to attend one of the leading arts festivals in the nation as well as helping to support their public television station."

"WGBY Presents The Paradise City Collection", hosted by Paradise City's Geoffrey Post, features interviews with many of the artists who will be exhibiting their art and fine craft at the show, as well as collectors and the show Directors. The items in the Paradise City Collection include a large stainless steel sculpture by Ward Hill, Mass., artist Dale Rogers valued at \$3,100; a Toscana lambskin bolero-style leather jacket (winning bidder chooses size) with snakeskin trim donated by Iota Designs valued at \$2,800 and a titanium ring with black and white diamonds donated by Wes Glebe valued at \$2,200; as well as a number of other items by talented artists. The featured items, valued at between \$500 and \$4,000, can then be bid on at the festival itself and online on eBay from May 20-30. Complete information about all items up for bid as well as links to the auction can be found at www.wgby.org.

"As we spoke with people" said Post, "we discussed creativity and taking risks. How do artists decide to make what they make? How do we as buyers decide what we want to buy? To a large extent, it's about **Taking Chances**. That is what we wanted to focus on with this year's program."

"WGBY Presents: The Paradise City Collection" can be seen on WGBY-TV on Saturday, May 20, at 7:30 p.m.; Sunday, May 21 at 1 p.m.; Monday, May 22 at 10:30 p.m.; Thursday, May 25 at 7:30 p.m.; Saturday, May 27 at 10:30 a.m. and Monday, 5.29 at 7:30p.m. Following the initial broadcast, the entire program will also be available ON DEMAND to Comcast Digital subscribers.

WGBY is a community-supported public broadcasting organization, connecting the people of our region with ideas, events and each other to fulfill their aspirations, enrich their lives and improve their communities. From the non-broadcast Education Services used in classrooms and by childcare providers throughout the region to our unparalleled portfolio of locally produced programs, WGBY is uniquely committed to our community. WGBY is a non-profit organization with over 80% of its revenue provided by local sources and the support of its viewers.