



Northampton, MA - January 25, 2007 - Paradise City Arts Festivals received recognition on both the national and regional fronts for its accomplishments this month.

### **“Fresh, Vibrant” Paradise City Tops National Show Ranking Again**

For the third year running, Paradise City Arts Festivals has been voted among the top five art and craft fairs in America by the readers of *AmericanStyle Magazine*. For the second year in a row Paradise City was ranked #2 nationwide. *AmericanStyle* cited Paradise City as “fresh and vibrant, with great variety and selection”. The magazine declared, “A perennial favorite of *AmericanStyle* readers, the Paradise City shows promise a wide range of high-quality contemporary craft paired with fine art.” “It brings a whole new audience to each group”, explained mixed-media artist Laura Balombini. Only one other fair in the country has made the “Top Five” list all three years.

Hope Daniels, Editor in Chief of *AmericanStyle*, wrote, “More than just art is involved in fair-going. Voters maintained that getting the chance to meet and talk with artists one-on-one during craft fairs was frequently the high point of the whole experience. And finally, voters bank on craft fairs as a reliable way to see more, learn more and refine their tastes, the better to discover and support promising new talent whose work is still affordable and artistically strong.”

### **Paradise City Receives “Spotlight Award” for Extraordinary Contributions to Regional Tourism in Massachusetts**

The Greater Springfield Convention and Visitors Bureau announced that Founding Directors of Paradise City Geoffrey and Linda Post are the recipients of its 2007 “Spotlight Award,” which is bestowed at the annual Bureau Meeting of Awards for Hospitality Excellence. This award recognizes Paradise City’s significant impact on tourism and the economy, and the Directors’ enormous promotional efforts over the past 13 years to draw visitors and bring recognition to the Pioneer Valley of Western Massachusetts. Previous winners have included Six Flags New England; Michael Kittredge, founder of Yankee Candle; and Eric Carle for his new Museum of Picture Book Art. A multi-media salute and formal presentation will take place at the 2007 Howdy Awards gala awards dinner on May 15 at the Log Cabin Banquet & Meeting House in Holyoke, Massachusetts.

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