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FOR IMMEDIATE RELEASE

PARADISE CITY PARTNERSHIP RAISES OVER \$21,000 FOR WGBY

Thanks to the generosity of Founding Directors Geoffrey and Linda Post and many Paradise City Arts Festival participating artisans, the festival held May 28, 29 and 30 raised \$21,543 to benefit WGBY, public television for western New England.

“Our partnership with Paradise City has grown this past year, and really benefits both of our organizations,” said WGBY Director of Special Events, Meghan O’Hara. “Geoff and Linda asked some of the artists if they would make a donation to WGBY which we would then auction off, and we in turn helped promote the Memorial Day weekend festival, and the artists who participated, on our air through the program ‘WGBY Presents: The Paradise City Collection.’ It was a win-win situation for both organizations.”

Eighteen artists, most who had never donated to WGBY before, and who live outside WGBY’s viewing area, generously gave items to WGBY ranging in value from \$500 to \$3,600. Those artists and their work were featured in the half-hour special produced by WGBY which directed all bidding on those items online, via eBay. The program also promoted the festival, held over Memorial Day weekend at the Three County Fairgrounds in Northampton.

In addition to the items donated for the online auction, another 75 artists—again, most of whom had never before donated to WGBY—contributed works to the silent auction held each day on the grounds during the festival. A group of WGBY’s dedicated volunteers helped coordinate the silent auction during all three days of the festival and contributed to its success.

“The silent auction raised \$6,300, and the online auction \$15,243, for a grand total of \$21,543,” O’Hara said. “All of the hard work on this project paid off, not only financially for WGBY, but in the goodwill and respect for the program that was created; the appreciation from the artists who participated in the on-air program and festival organizers, who were thrilled with the amount of extra promotion we provided for the festival and their artists.”

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.