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**Gloucester Aims for #1 Spot in AmericanStyle Magazine's
Top 25 Arts Destinations in Small Cities Category**

*Campaign led by seARTS with support from Cape Ann
arts and cultural organizations and community*

- What:** Summer Issue American Style Magazine
- Who:** Society for the Encouragement of the Arts
- Where:** <http://www.surveymonkey.com/s/3YYDSTL>
- When:** Campaign for Gloucester Launched January 2012
To be Announced in Summer 2012 Issue of American Style

January 19, 2012, Gloucester, MASS.

In 2011 seARTS, working with the arts community, secured the nomination for Cape Ann/Gloucester as a Top 25 Arts Destination by *American Style Magazine*. Thanks to your votes, we won the #3 spot on the list for small U.S. cities. Voting time is here again, and this year, seARTS wants to aim for the #1 spot and increase our visibility as an arts destination.

Securing Gloucester/Cape Ann on this list again this year as one of America's Top 25 Arts Destinations will elevate Cape Ann on the national stage. Cape Ann has over 2,000 working artists and a thriving community that celebrates the arts of all disciplines. After all, our Rocky Neck is the country's oldest continuous working art colony in the U.S. while Rockport draws visitors all year long!

To achieve this distinction, seARTS is requesting the entire community's help in spreading the word. This is a city-based ranking, but all of Cape Ann was included in the destination information submitted and the article in the magazine.

There are many ways to help before March 3. Here are some suggestions!

1. Go in right now and vote from your computer, your phone, and your laptop!
<http://www.surveymonkey.com/s/3YYDSTL>

2. Put the link and/or icon at the bottom of all your emails in the signature line!
3. Use the promotional postcard jpeg in your literature and emails: <http://bit.ly/ypN3y0>
4. Link to the voting icon: <http://bit.ly/A3MD3D>
5. Blog & Tweet the Survey Link
6. Share with your employees

Having this designation gives all of the cultural organizations and artists and businesses a chance to embed the Award in all their literature and promotion around Cape Ann as a branded arts destination. Please contact seARTS to find out more about how you can do this.

Please join seARTS in this initiative to raise Cape Ann's cultural status. This recognition benefits all of Cape Ann and it will take everyone's participation to make it happen.

About AmericanStyle Magazine: American Style Magazine is a highly respected national publication that focuses on Art, Craft, and Travel, and is an excellent resource for artists and art enthusiasts. It features the top art events across the country, highlighting select destinations and profiling individual artists. The readership of AmericanStyle represents the cultural/creative economy that our community is hoping to attract and grow.

About seARTS: The Society for the Encouragement of the Arts is a coalition of individual artists, art organizations, cultural and civic groups, and businesses working to improve the economic base for the arts on Cape Ann, and to promote Cape Ann's thriving arts community and rich arts heritage. The Society for the Encouragement of the Arts has been a recipient of the Massachusetts Cultural Council's Adams Arts Fund for Cultural Economic Development and the Boston Foundation's Bruce J. Anderson fund. For more information about seARTS visit www.searts.org or info@searts.org

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