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## MONTREAL'S MARINA CUTLER & AVENUE ART PARTNERS WITH MOUNTAIN LAKE PBS TO HOST

6<sup>th</sup> Canadian "BRUSH OFF" Painting Competition & Exhibition for Alzheimer's

**Montreal, Quebec, March 6, 2017**– Avenue Art is pleased to announce a partnership with **Mountain Lake PBS** to bring viewers the **6<sup>th</sup> Canadian "BRUSH OFF"**, a **Juried Painting Competition** that raises awareness and funds for art based projects for people living with **Alzheimer's** disease.

Together, they will spotlight artists, the community and the projects that directly benefit.

As part of this partnership, **Avenue Art & the "BRUSH OFF"** have expanded submissions to include works from artists within the **Mountain Lake Region, Adirondacks** and **Champlain Valley**. These U.S. artists now join artists from across Canada, who have been participating in the "BRUSH OFF" since its inception.

*"Partnering with Mountain Lake PBS is a natural fit, the "BRUSH OFF", brings community, culture and creativity together while inspiring and enriching its audience...the qualities that I have always admired about PBS and their focus."*  
**Says Marina Cutler, President of Avenue Art.**

*"We are very excited to be embarking upon this partnership and know that this is the beginning of a fruitful and long-term relationship for both parties. The partnership and expertise of Marina Cutler and The Brush Off will draw excitement for MLPBS viewers and Canadian Friends."* **Bill McColgan, Interim COO of Mountain Lake PBS**

Avenue Art opened its doors in 1995 with the mission to promote and present emerging Canadian artists, highlighting the unique artistic flavor of Montreal and Quebec.

Embedded in both the artistic and business communities, Cutler, the founder of Avenue Art has introduced artists to the art lovers and collectors. While working with the artists themselves, she helps build careers by blending unique marketing strategies with traditional artistic qualities.

If you would like more information, please contact Katie at 514 867 3745 or email at [info@avenueart.ca](mailto:info@avenueart.ca).

**About:** The "BRUSH OFF" was founded in 2011 by Avenue Art to highlight Canadian contemporary artists while raising awareness and funds for art based programs that enrich the lives of people living with Alzheimer's and other forms of dementia.

**Apply:** Submissions for the 6<sup>th</sup> "BRUSH OFF" Competition are now open and the deadline to submit is April 30<sup>th</sup>, 2017. See Link: <http://www.avenueart.ca/the-brush-off-competition.html>

**Exhibition:** Opening Night Fundraiser Cocktail & Awards Ceremony will take place in Montreal, September 14<sup>th</sup>, 2017.

**Awards:** There are 3 juried awards, The "BRUSH OFF" Award of \$1,500, the new "MAY CUTLER ARTS" Award, & 3<sup>rd</sup> prize. In addition to the awards chosen by the jurors during the opening night ceremony there is also the highly anticipated **People's Choice Prizes**. All attendees of the **Opening Night Awards Ceremony** receive a ballot to vote for their personal favourite.

The exhibition gives much needed public exposure to talented emerging Canadian artists, while at the same time sparking interest, conversation and inspiration in the visitors attending the exhibition.

**All proceed from sales of artwork are shared between the artists and the benefitting art projects.**

A graphic for the 2017 Brush Off competition. On the left, the year '2017' is written vertically in white. In the center is a logo for 'THE BRUSH OFF' featuring a paintbrush with a purple tip, with the words 'THE BRUSH OFF' in a serif font above it and 'JURIED PAINTING COMPETITION' in a sans-serif font below it. On the right, two paragraphs of white text are displayed against the black background.

2017

THE BRUSH OFF  
JURIED PAINTING COMPETITION

The Canadian "Brush Off" is a juried painting competition that highlights contemporary artists

While raising awareness & funds for art based programs that enrich the lives of people living with Alzheimer's.

**About PBS:** Mountain Lake PBS provides high quality and non-commercial programming to approximately 4 million people throughout New York, Vermont, and Quebec, carrying PBS favorites like NOVA, Masterpiece, PBS Newshour, Frontline and a variety of children's programs including Sesame Street, Arthur and Curious George. Mountain Lake PBS also produces local programs including Mountain Lake Journal and occasional public forums.

We reach over 3.9 million viewers via antenna reception, cable or satellite providers in New York, Vermont, Quebec and Ontario.