

LUCK OF THE DRAW VALENTINE'S WEEKEND ART AND MUSIC EVENT Media Advisory for Immediate Release February 10, 2009

Contacts:

Artomatic: Patrick Oberman, 202-413-0956, <u>pagerpatrick@aol.com</u> Capitol Riverfront: Claire Schaefer, 202-465-7087, <u>claireschaefer@capitolriverfront.org</u> Pink Line Project: Philippa Hughes, 202-489-9793, <u>info@thepinklineproject.com</u>

Washington, DC (February 10, 2008) – Artomatic, The Pink Line Project, and The Capitol Riverfront Business Improvement District are excited to announce **Luck of the Draw**, an art and music experience over Valentine's weekend in the new Capitol Riverfront Neighborhood.

Luck of the Draw will transform selected units, lounges, courtyards and the parking lots at Velocity Condominium, Axiom at Capitol Yards and Onyx on First residential buildings with photography, installation art, graffiti artists, live music, DJs and dancing to create a threeday neighborhood art and entertainment event. Start the night at the Velocity Condominium's entertainment tent on Half Street between L St and K St SE, and then head over to Axiom at Capitol Yards at 100 I (Eye) St SE and Onyx on First at 1100 First St SE. Draw playing cards at each location and, in traditional Washington, DC style, barter, trade and negotiate with others for the best 5-card poker hand to enter a raffle and win an iPod Nano. Beverages and snacks will be available at the venues as well.

Come out for something different this Valentine's weekend. Luck of the Draw is free and open to the public on Friday, February 13th from 6:00 pm to 10:00 pm; Saturday, February 14th from 6:00 pm to 10:00 pm; and Sunday, February 15th from 2:00 pm to 6:00 pm.

"Luck of the Draw will be a great opportunity to enjoy local artists as well as showcase the Capitol Riverfront's new apartment and condominium buildings," said Michael Stevens, Executive Director of the Capitol Riverfront Business Improvement District. "This event

kicks off our partnership with Artomatic, leading up to hosting Artomatic 2009 in the Capitol Riverfront."

Velocity Condominium, Axiom at Capitol Yards and Onyx on First are located within a two block walking distance around the Navy Yard Metro. Limited street parking is available for cars. More information about each building is available at <u>Velocity Condominium</u>, <u>Axiom at Capitol Yards</u> and <u>Onyx on First</u>.

Artomatic will be bringing its trademark one-of-a-kind multimedia arts event to Washington, D.C.'s Capitol Riverfront neighborhood in 2009 for the 10th anniversary Artomatic celebration. Details for Artomatic 2009 event in the Capitol Riverfront will be announced shortly. Artomatic 2008 in NoMA attracted a record-breaking 52,500 visitors and 1,540 participating artists.

About Artomatic: Artomatic is a creative community that collaborates to produce and present a free arts event. In partnership with the development community, Artomatic transforms building space into a playground for expression, serves as a catalyst for community growth in up-and-coming neighborhoods, and helps to grow our creative economy. For more information, visit www.artomatic.org.

About Pink Link Project: The Pink Line Project supports outstanding artists who contribute to excellence in the arts in Washington, DC. The Pink Line Project fosters intellectual and artistic innovation through programs and events that are fueled by the transformative power of art. For more information, visit www.thepinklineproject.com.

About the Capitol Riverfront: The Capitol Riverfront Business Improvement District is committed to making the Capitol Riverfront neighborhood, located south of the U.S. Capitol Building and near the Nationals Park, a vibrant new business center, urban neighborhood, entertainment district, and waterfront destination. For more information, visit www.capitolriverfront.org.