

DESERT CABALLEROS WESTERN MUSEUM

EXPERIENCE THE OLD WEST, THE NEW WEST & THE NEXT WEST

MEDIA RELEASE

2018 judges:

Carrie Heinonen
CEO and Director
Museum of Northern Arizona

Seth Hopkins
Executive Director
Booth Museum

David Roche
Director and CEO
Heard Museum



CONTACT: Amanda Schlueter, Marketing and Membership Manager
928-684-2272 marketing@westernmuseum.org

Record-breaking crowds attend *Cowgirl Up!* Opening Weekend at Desert Caballeros Western Museum

-- National Art Exhibition and Sale Continues Through May 13th in historic Wickenburg, Ariz. --

Wickenburg, AZ – The opening weekend of the 13th annual *Cowgirl Up!* Art from the Other Half of the West exhibition and sale, March 23 - 25, 2018, broke sales records for this event, establishing this as the most successful opening weekend in the show's history. 39 of the 55 participating artists and a record-breaking crowd of 1,500 patrons visited the exhibition and sale between March 23 and March 25, 2018. The audience of more than 700 who attended Sunday morning's Quick Draw enthusiastically supported the morning's culminating live auction: the 21 pieces created by *Cowgirl Up!* artists at the event commanded over \$45,000, more than double the amount raised in 2017. Proceeds from weekend's art sales and live auctions benefit the endeavors of the participating *Cowgirl Up!* artists and of the Desert Caballeros Western Museum.

What makes *Cowgirl Up!* truly outstanding is the all-women nature of the show. Since 2006, *Cowgirl Up!* has established itself as a premier opportunity for Western women artists to exhibit their art in a nationally-recognized museum, gather and learn from their peers, and mingle with the patrons who support their endeavors. Since the show's inception, the Desert Caballeros Western Museum has been privileged to provide a platform for 185 *Cowgirl Up!* artists to exhibit and sell their art. Art that went unpurchased during opening weekend is still available through May 13; patrons may purchase online at westernmuseum.org or in person in the *Cowgirl Up!* gallery. New this year, patrons can take home their miniatures upon purchase, instead of waiting until the end of the show.

Eight awards were presented at the Saturday night Bash 'n' Bid Gala (March 24). The winners are:

Best of Show: Susan Kliever (Sedona, AZ) for *Teton Warrior* (bronze)

First Place 2D on Canvas: Erin Hanson (San Diego, CA) for *North Canyon* (oil on canvas)

First Place 2D on Paper: Rox Corbett (Powell, WY), for *A Golden Horse and Spotted Cattle* (charcoal on rag paper)

First Place 3D: Rebecca Tobey (Santa Fe, NM), *Into the Wind* (ceramic)

Museum Purchase Award: Stephanie Revenaugh (Livingston, MT), *Mutual* (bronze)

Director's Choice New Artist: Ann Huston (Taos, NM)

Patrons' Choice: Marcia Molnar (Prescott, AZ)

Artists' Choice: Sheri Farabaugh (Brighton, CO)

Arizona Governor Doug Ducey will select the prestigious "Governor's Choice Award", at a future date. This award will be presented to one of the seventeen Arizona-based *Cowgirl Up!* artists.

For this first time, DCWM is offering visitors the opportunity to vote for a People's Choice throughout the run of the show. The winner will be announced on the last day of the *Cowgirl Up!* exhibition and sale, May 13, and will receive a complimentary advertising award from Art of the West Magazine. The Museum will celebrate the last day of the show, Sunday, May 13 (also Mother's Day) with free admission for everyone from noon to 4 p.m. and portrait-themed activities in the galleries from noon to 2 p.m.

All of the award-winning paintings, drawings and sculptures will remain on exhibit throughout the run of the show, which ends on May 13, 2018. Sales continue throughout the exhibition. Museum hours are 10 a.m. to 5 p.m. Mon-Sat and from noon to 4 p.m. on Sunday.

###

About the Museum

The Desert Caballeros Western Museum is an accredited museum by the American Alliance of Museums. The Museum is known as *Arizona's Most Western Museum*, and serves nearly 65,000 visitors a year. The Museum preserves and exhibits the art and history of the Southwest and the desert frontier, and is well-known for its innovative exhibitions and programming. Its world-renowned collection of American Western fine art, American Indian art and artifacts, and captivating interactive exhibits, together, create an unforgettable experience for visitors. The Museum's entire lower level is devoted to a re-creation of life in Late Territorial Wickenburg, including a fascinating permanent exhibit geared for children called *Out on the Ranch*. The Museum further enhances the visitor experience by offering a free audio guide tour system. The Museum also has two stores, The Museum Store and Ranch Dressing.

Visitor Information

The Desert Caballeros Western Museum is located in historic downtown Wickenburg at 21 N. Frontier St.

Current Hours of operation are:

Monday – Saturday 10:00 a.m. to 5:00 p.m.; Sunday noon – 4:00 p.m.

Summer hours of operation are:

(Memorial Day to Labor Day) Tuesday–Saturday 10:00 a.m.– 5:00 p.m.; Sunday noon – 4:00 p.m.

For more information, call 928-684-2272,
email info@westernmuseum.org or
visit www.westernmuseum.org.

General admission is \$12.00 for adults, \$10.00 for seniors (60+) and AAA members, and free Museum Members, active duty military, and those 17 and under.