

Dear Friends,

Thank you for your interest in the Gary Shell Cross-City Trail Run, Ride & Roll on October 22, 2011.

This inaugural ride is presented by City of Wilmington Recreation Division and Cameron Art Museum, featuring:

- Activities for all ages at spots along the trail
- Farmers' market and healthy-living expo at the Cameron Art Museum
- Live music, food, games and a chance to win prizes

Your participation in this historic event shows that you deeply value the development and preservation of community connectivity, healthy-living and the arts. Please keep this information packet as your reference guide. See you in October!

Joanna Ward

Cameron Art Museum
Farmers' Market and
Healthy-Living Expo Coordinator



CAM FARMERS' MARKET AND HEALTHY-LIVING EXPO

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CAMERON ART MUSEUM FARMERS' MARKET AND HEALTHY-LIVING EXPO



The Cameron Art Museum Farmers' Market is an outdoor market featuring local farmers, producers and crafters. Products include fresh berries, vegetables, plants, meats, baked goods, jams and jellies, wine, and organic beauty products. We provide a creative marketplace where local growers, producers, crafters and consumers of all ages can connect and help sustain one another.

Born of the education mission of the Cameron Art Museum, this unique market focuses on education about local farming, seasonal eating, healthy living, and the art and art historical nature of farming and social interaction. Representatives from community organizations that specialize in adult and child health education, the performing arts, literacy and gardening will perform live demonstrations and lead hands-on activities.

To register, call Joanna Ward (910) 395-5999 x 1023 or email jbward@cameronartmuseum.com. There is no booth fee or application form.

Many thanks to Jane Steigerwald with Feast Down East and Southeastern North Carolina Food Systems Program, to BJ Ryan at the Poplar Grove Farmers' Market and to Tamlyn Shields with the Obesity Prevention Initiative at UNCW for their support of the Cameron Art Museum Farmers' Market.

DIRECTIONS TO MUSEUM



New Entrance off Independence Blvd! Turn left off Independence Blvd. onto Museum Drive. Museum will be on your right.

From Interstate-40:

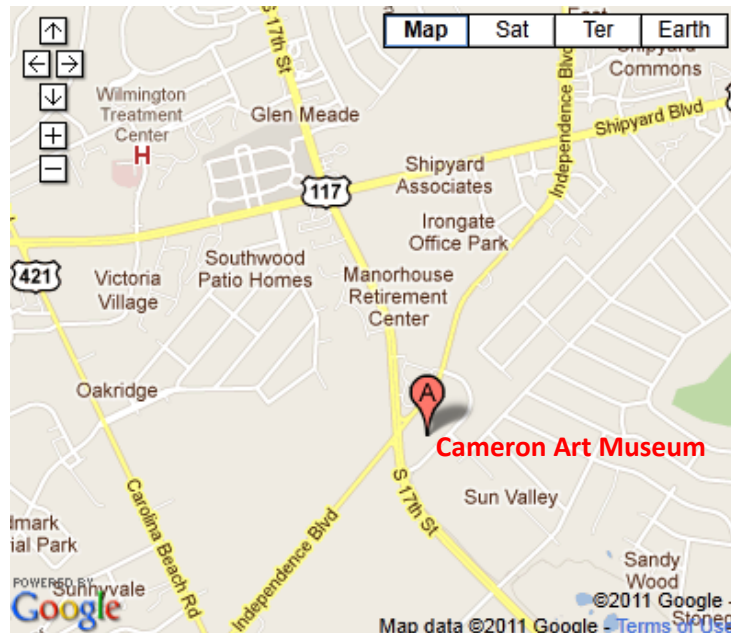
Continue onto College Rd. and travel five miles to 17th Street (about 1/2 mile past the Krispy Kreme). Turn right onto 17th Street and go about one mile to the Museum Drive entrance just before the 17th Street/Independence Blvd. intersection. Continue through to the visitor parking lot.

From within Wilmington:

College Rd. to 17th Street, west to museum entrance just before intersection of 17th Street and Independence Blvd.

From downtown Wilmington:

Market Street to 16th Street, right onto 16th Street and follow until it merges with 17th Street. Continue southeast about five miles through intersection of 17th Street and Independence Blvd. Travel past intersection about 1/4 mile and do a left u-turn at George Anderson Blvd. and return back to museum entrance. Alternatively, make a left at the intersection of 17th Street and Independence onto Independence. Then make a right onto our new entrance to Museum Drive.



Nearby Accommodations:


Hampton Inn Wilmington-Medical Park
2320 S. 17th Street, Wilmington, North Carolina, USA 28401
Tel: 1-910-796-8881 Fax: 1-910-796-8882

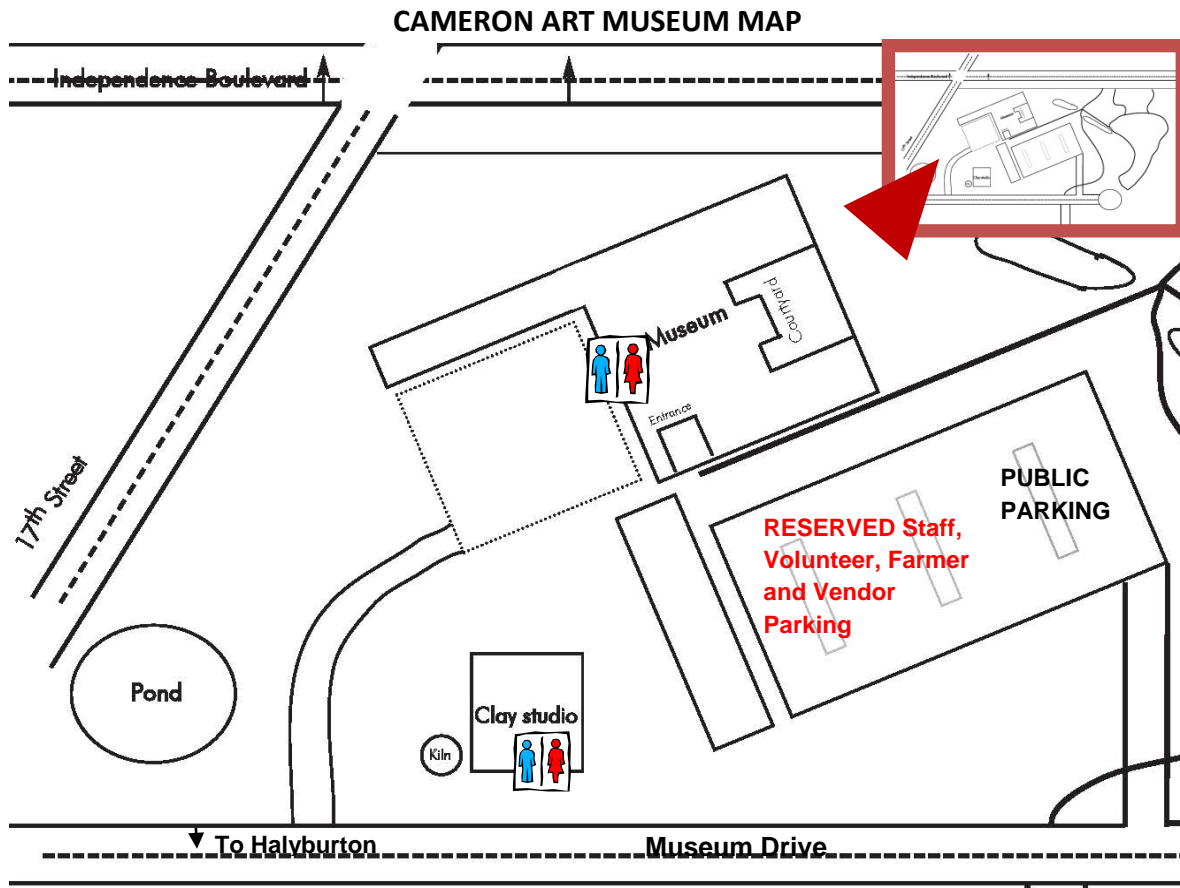
PARKING & RESTROOMS



Reserved parking for farmers, vendors and participating community organizations is available in the Cameron Art Museum main parking lot shown on the map below. If you need your vehicle in order to sell or display product, contact Joanna Ward at 910-395-5999 x 1023 before October 10 to make special arrangements.

There will also be overflow parking in the old PPD building lot across Independence Boulevard next to the New Hanover Regional Medical Business Center.

Restrooms are located inside the museum and clay studio, indicated by the  symbol below:





SETUP AND BREAKDOWN



Setup: Please check in with Joanna Ward upon arrival. Farmers' market and healthy-living expo setup begins at 8:00 AM at the Cameron Art Museum and must be complete by 9:00 AM.

Breakdown: All Run, Ride & Roll festivities end at the museum at 1:00 PM, and breakdown must be complete by 2:00 PM. Breakdown includes cleanup of all trash and return of any borrowed tables/chairs to the museum.

Questions: If you have any questions or issues regarding setup and breakdown, please call Joanna Ward, Farmers' Market and Healthy-Living Expo Coordinator. Cell (843) 697-6802 office (910) 395-5999 x 1023

For electrical wiring issues, please call Johnnie McKoy, Property Manager. Cell (910) 620-5134 office (910) 395-5999 x 1021

 **EVENT SCHEDULE**

8:00 AM check-in and setup*

9:00 AM farmers' market opens

9:00 AM - 1:00 PM

healthy-living expo
clay studio open house
live music, games, food
special indoor exhibition

12:00 noon official reception
(guest Mayor Bill Saffo)

12:30 PM raffle winners announced

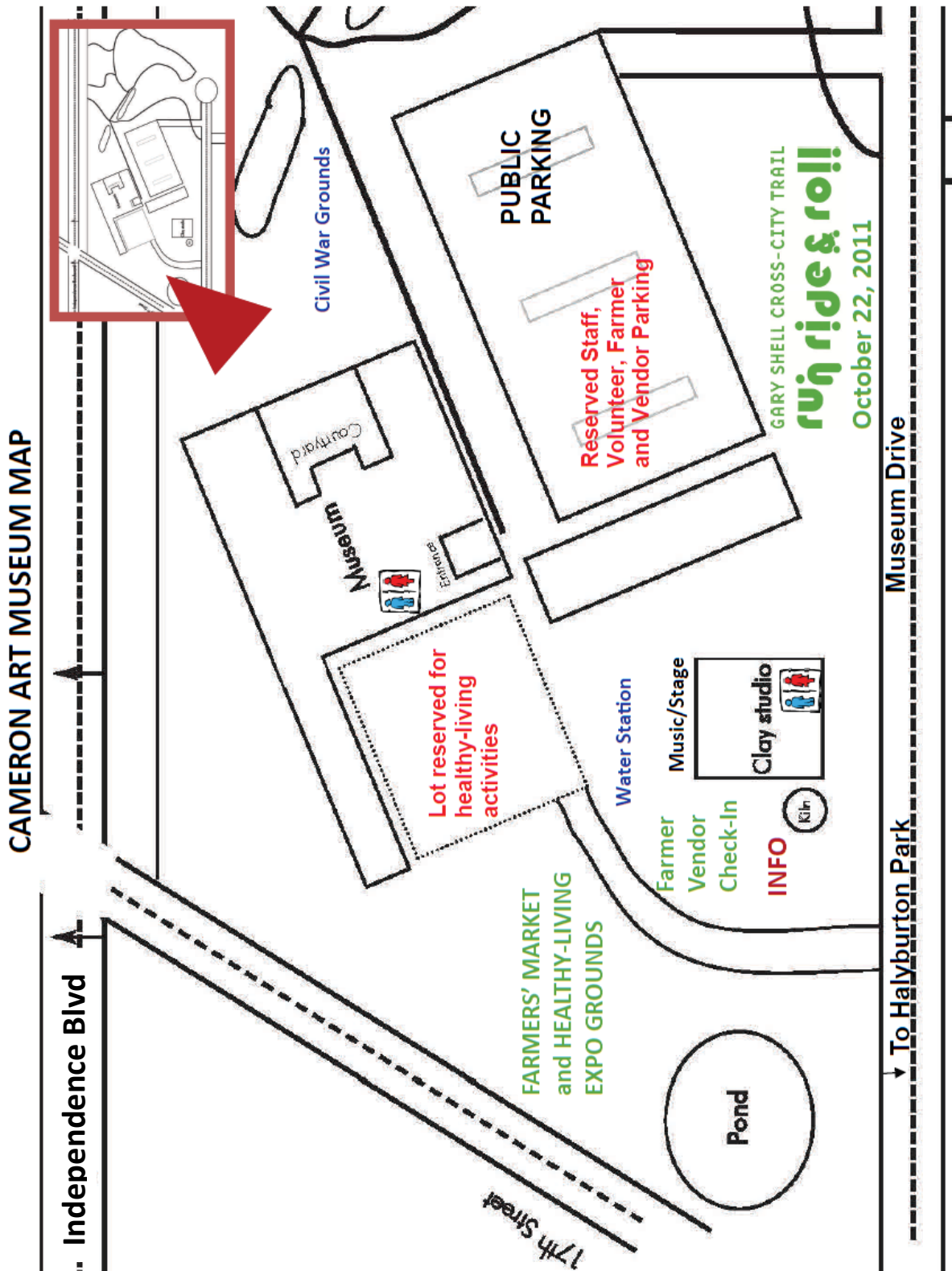
1:00 PM breakdown

*All farmers and vendors will receive a map at check-in that indicates assigned booth areas.

CAMERON ART MUSEUM

FARMERS' MARKET & HEALTHY-LIVING EXPO

October 22, 2011



Presented by City of Wilmington Recreation Division and Cameron Art Museum

GARY SHELL CROSS-CITY TRAIL
run ride & roll!

 **STAFF CONTACTS**



CAMERON ART MUSEUM

FOR FULL LISTING visit www.cameronartmuseum.com

**Farmers' Market and Healthy-Living Expo
Coordinator**

Membership & Outreach Manager

Joanna Ward

Phone: (910) 395-5999 x 1023

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Communications Manager

Kim Kelly

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Georgia Mastroieni

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CITY OF WILMINGTON RECREATION DIVISION

**Gary Shell Cross-City Trail Run, Ride & Roll
Committee Chairman**

Halyburton Park Manager

Andy Fairbanks

(910) 341-0076

Email: andy.fairbanks@wilmingtonnc.gov

CAMERON ART MUSEUM HISTORY



The Cameron Art Museum occupies a 40,000 square foot facility designed in 2002 by the renowned architectural firm of Gwathmey Siegel & Associates (NYC). Formerly located in downtown Wilmington, N.C. as St. John's Museum of Art, the new Cameron Art Museum is sited on a 9.3 acre woodland park known as Pyramid Park, featuring long-leaf pine woodlands, outdoor sculptures, nature trails, a historic Civil War site and The Clay Studio housed in the Pancoe Art Education Center. The main museum building includes three exhibition areas, the Weyerhaeuser lecture and reception hall, a museum café and catering kitchen, museum gift shop and free parking.

The Cameron Art Museum was formerly named St. John's Museum of Art, operating 1964-2001 in a cluster of historic buildings located in downtown Wilmington. In the mid-1990's, the St. John's Museum was in need of better environmental conditions and expanded space. In 1997, the Museum trustees launched a capital campaign and began to search for a new building site. After exhausting efforts to secure appropriate property in the downtown area, the newly-named Cameron Art Museum opened at the intersection of south 17th and Independence Streets, located between the downtown and beach communities.

The Cameron Art Museum is committed to arts education, and presents exhibitions and public programs of both historical and contemporary significance, with 6-8 changing exhibitions annually, in addition to outdoor, site-specific projects on its park property. The museum also presents lively, ongoing family and children's programs each month; Alzheimers "Connections" tours for patients and their caretakers; ongoing interdisciplinary public programs (lectures, music, films, literature, dance); and workshops, classes and demonstrations in ceramic arts at the Clay Studio, overseen by resident master artist Hiroshi Sueyoshi.

The Museum's permanent collection of fine arts, crafts and design includes work by artists of national and international significance, including works by North Carolina artists. Selected works from the permanent collection are exhibited periodically in thematic exhibitions. The

Museum's collection includes many vulnerable works on paper, and is therefore not kept on view permanently given conservation concerns of sustained damage from prolonged exposure to light.

Architects



Robert Siegel graduated from Pratt Institute with a Bachelor of Architecture degree in 1962 and received his Master of Architecture degree from Harvard University in 1963. In 1983, the New York Chapter of the American Institute of Architects recognized Mr. Siegel's skill and leadership as an architect with its Medal of Honor. He received the Pratt Institute Centennial Alumni Award in Architecture in 1988 and in 1990 accepted a Lifetime Achievement Award from the New York State Society of Architects.

Charles Gwathmey, born in Charlotte, N.C. was the only child of two artists: social-realist painter Robert Gwathmey, and photographer Rosalie Hook Gwathmey. Gwathmey received his undergraduate degree from the University of Pennsylvania, and a graduate degree from Yale University, where he studied under the legendary Paul Rudolph. Soon after leaving Yale, the architect designed a 1200 square foot home and studio for his parents in Long Island (1966). That widely celebrated project quickly established his name as one of the new stars of the American architectural scene. For over thirty years, Gwathmey and partner Robert Siegel have designed many residences, public buildings and spaces designed for art: museums, galleries, schools for art and architecture, and collectors' homes.

Civil War Historic Site



The museum's grounds include a significant site of one of the last battles of the Civil War, called "Battle of Forks Road," fought on February 20, 1865 just before the fall of the city and the subsequent collapse of the Confederate forces. After the fall of Fort Fisher following the largest naval bombardment to date in US history, Union troops marched up the Cape Fear peninsula to capture Wilmington and seal off the Confederate Army's last remaining port. Lining the edge of the Museum grounds are confederate revetments

FARMERS' MARKET & HEALTHY-LIVING EXPO

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built during the Battle of Forks Road in the last days of the Civil War. The Cameron Art Museum commemorates the cultural significance of this site and the unique, and poignant role played by African American troops (some of whom were ex-slaves), with an annual "Civil War Living History Weekend" event, featuring Civil War re-enactors, lectures, workshops, artillery demonstrations and children's period games.

Visit www.cameronartmuseum.com for details about our upcoming exhibitions, programs and events.

BENEFITS OF MEMBERSHIP



- *FREE* unlimited admission for one year
- Invitations to members' special events, including Exhibition Opening Wine Receptions
- E-newsletters about upcoming programs and events
- 10% discount in the Museum Shop
- 10% discount at the Museum Café
- 6 complimentary one-time guest passes
- Quarterly calendar of events
- Discounts on classes at the Museum School and public programs

GENERAL MEMBERSHIPS

Educators receive 10% any general membership

STUDENT \$30

Proof of current full-time enrollment required with Museum visit
Membership benefits for one student

SENIOR \$30

Membership benefits for one adult (*65 and over*)

INDIVIDUAL \$50

Membership benefits for one adult

HOUSEHOLD \$100

Membership benefits for two adults and children (*18 and under*)
Discounts on select family programs, including summer camps

FRIEND \$150

All benefits of the Household membership, plus:
Reciprocal membership privileges at more than 500 museums*
Recognition in the Museum's Annual Report

continued →

PHILANTHROPIC MEMBERSHIPS

Each level includes the benefits of preceding levels, plus:

YOUNG ASSOCIATES \$250 (NEW!)

Gives the up-and-coming professionals and patrons the opportunity to network and support art and culture of the region.

Invitations to exclusive networking events

Invitation to one exclusive exhibition tour and event

SUSTAINER \$500

10 complimentary one-time guest passes

Invitations to private exhibition tours

Advanced invitations and discounts on bus tours

DONOR \$1000

Invitations to exclusive cocktail parties with exhibition tours

One complimentary gift membership per year to give to a friend (\$50)

Free admission to all public programs (*excludes Jazz@TheCAM series*)

* See cameronartmuseum.com for list of reciprocal museums and retailers.

Join online today at
cameronartmuseum.com/membership and get
FREE admission all year!

CORPORATE MEMBERSHIPS

BUSINESS LEADERS FOR THE ARTS

SMALL BUSINESS MEMBERSHIP \$500

(for businesses with fewer than fifteen employees)

Recognition in the Museum's Annual Report

Admission for two to members-only Exhibition Opening Wine Receptions

Admission for two to annual business reception

COPPER PYRAMID \$1000

Recognition in the Museum's Annual Report

FREE unlimited admission for two*

Admission for two to annual business reception

Two Business Leaders for the Arts membership cards

BRONZE PYRAMID \$2500

All Copper Pyramid benefits

Ten complimentary one-time guest passes

Ten percent discount on museum rental rates

continued →

FARMERS' MARKET & HEALTHY-LIVING EXPO

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SILVER PYRAMID \$5000

- All Copper Pyramid benefits
- Twenty complimentary one-time guest passes
- Fifteen percent discount on museum rental rates
- One complimentary daytime rental (*two hour limit; food not included*)
- OR recognition as supporting sponsor of museum exhibition*

GOLD PYRAMID \$10,000

- All Copper Pyramid benefits
- Thirty complimentary one-time guest passes
- One complimentary nighttime rental (*food and galleries not included*)*
- Fifteen percent discount on additional museum rental rates
- Recognition as sponsor of museum exhibition*

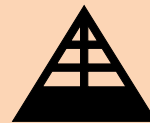
* *Some exclusions may apply*



PRESENTED BY



City of Wilmington Recreation Division



CAMERON ART MUSEUM

**Sponsored by Max Muscle, Hanover Center,
Two-Wheeler Dealer, Wilmington Road Runners, Encore Magazine and Indian
Springs Water Co.**

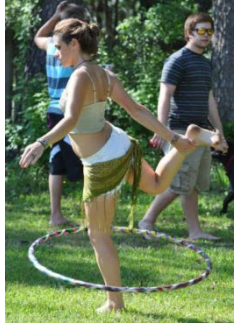
Supported by Cape Fear Cyclist, UNCW Obesity Prevention Initiative,
Live Fit Cape Fear and East Coast Greenway

Logo design by Ned Irvine

FARMERS' MARKET & HEALTHY-LIVING EXPO

October 22, 2011

LIST OF PARTICIPANTS



We are grateful to the following individuals, non-profit organizations, farms and local businesses for their participation in the Cameron Art Museum Farmers' Market and Healthy-Living Expo on Saturday, October 22, 2011.

Representatives will educate, perform live demonstrations and provide hands-on activities for all ages at booths stationed on the clay studio lawn and around the pond. Participants include:

The Ability Garden, *NHC Arboretum*
 Bannerman Vineyard and Winery
 The Big Buddy Program
 Burgaw Creek Farm
 Cape Fear Volunteer Center
 Casey Solano, *Hula-Hooper*
 Catelyn Smith, *Fuzz Love Hoops*
 Copper-Guinea Farm
 Creative Marketplace, *Chef Alexandre Foulos & Elizabeth Eagles*
 Farmer Mac's Berries of Hampstead
 Feast Down East, *Southeast North Carolina Food Systems*
 First Book, *New Hanover Chapter*
 Glynne's Soaps, Inc.
 Green Goddess Essentials
 Hampstead Peanuts & Gifts
 Jamie Poletti, *Strength and Endurance*

Luis Paschoa, *Entertainment*
 Martha Gregory, *Tai Chi*
 New Hanover Regional Medical Center, *Injury Prevention Division*
 Obesity Prevention Initiative, *UNCW*
 Regina Hause, *Entertainment*
 Robbin Lopez, *Yoga*
 Sea of Glass
 Smart Start, *New Hanover County*
 UNCW Studio Art Department
 Tarheel Beef
 Wilmington Roadrunners
 Wilmington Street Art

Want to participate? For more information, call Joanna Ward 910-395-5999 x 1023 or email jbward@cameronartmuseum.com