



PRESS RELEASE

FOR IMMEDIATE RELEASE**PRESS CONTACT**

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It's Back!**The Racine Art Museum's Fourth Annual International PEEPS® Competition**

Racine, WI February 14, 2013

On Friday, March 29, within the pristine white walls of a contemporary art museum that overlooks Lake Michigan, the Racine Art Museum presents an untraditional exhibition showcasing fluffy, sugar-coated marshmallow PEEPS®. *RAM's Fourth Annual International PEEPS® Competition* is now accepting entries from artists of all ages to participate in the only museum competition of this kind in the world.

The 2012 competition had 65 entries featuring the talents of over 100 artists, including a Racine Girl Scout troop. The show's popularity drew over 3,000 visitors to the museum during its three-week run, setting daily spring attendance records along the way. They enjoyed a riot of electric pastels in creative PEEPS® pieces such as *Chicks Dig Diamonds*, *Hippie Peeps* and *Lady Gaga's Peep Collection*.

Again this year, all entries will be judged by an expert panel, based on creativity and best use or representation of PEEPS®. Prizes will be awarded for First, Second and Third places in both adult and children's categories. In addition, one lucky artist will take home the coveted PEEPls Choice Award where the community votes for their favorite creation.

The 2013 PEEPS® Show will open to the public on Friday, March 29, from 10:00 am to 5:00 pm. The Racine Art Museum will also host a preview reception for PEEPS® Show artists and RAM members on Thursday, March 28, from 5:30 to 7:30 pm, with award announcements at 6:00 pm. The media is invited to attend the preview to meet the PEEPS® artists and uncover their creative inspiration.

All competition entries must be received at the Racine Art Museum, 441 Main Street,

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Racine, 53403 by 4:00 pm on Sunday, March 24. RAM's Fourth Annual International PEEPS® Competition is open March 29 through Sunday, April 14. More information and an entry form is available online at <http://www.ramart.org/content/call-peep-artists>.

Competition sponsored by RAM Museum Store.

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RAM at 10 | Growing America's Craft Collection

This year marks the Racine Art Museum's 10th Anniversary in Downtown Racine. Visitors are invited to discover stunning exhibitions that shine a light on RAM's achievements over the past decade and predict an even brighter future.

Together, the two campuses of the Racine Art Museum, RAM in downtown Racine at 441 Main Street and the Charles A. Wustum Museum of Fine Arts at 2519 Northwestern Avenue, seek to elevate the stature of contemporary crafts to that of fine art by exhibiting significant works in craft media with painting, sculpture and photography, while providing outstanding educational art programming.

Docent led contemporary craft and architectural tours of the museums are available. Both campuses of the Racine Art Museum, are open Tuesday – Saturday 10:00 am – 5:00 pm, and are closed Mondays, Federal holidays and Easter. RAM is open Sunday Noon – 5:00 pm, while Wustum is closed Sundays. An admission fee of \$5 for adults, with reduced fees for students and seniors, applies at RAM. Admission to Wustum is free. Members are always admitted without charge to either campus.