



PRESS RELEASE

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**Call for Artists
The RAM 8th Annual International
PEEPS Art Competition is Here**

Racine, WI January 24, 2017

Within the pristine white walls of an award-winning contemporary art museum, Racine Art Museum (RAM) presents the **RAM 8th Annual International PEEPS Art Competition** April 6 – 23, 2017. This popular, untraditional exhibition showcases fluffy, sugarcoated marshmallow PEEPS® created by hundreds of artists from around the country. Artists of all ages are invited to welcome spring by creating art for the only museum competition of its kind in the world. Entry is FREE, and open to all individuals, families, and organizations.

Each year, the show's popularity draws thousands of visitors to the museum, setting daily attendance records and inspiring nationwide media attention along the way. In 2016, the PEEPS art exhibition attracted nearly 4,000 visitors to RAM during its three-week run. Families and children enjoy their opportunity to vote for the *PEEPles Choice Award*, taking their decisions very seriously, often lobbying for their favorites with RAM staff.

All 2017 entries will be judged by a panel of experts, based on creativity and best use or representation of PEEPS®. Prizes will be awarded in adult, children's, and group categories that will be announced during the Artist Preview and Awards Ceremony on Wednesday, April 5. Members of the media are welcome to attend this exhibition kick-off event.

For more information and the competition entry form, please visit ramart.org. Entries must be dropped off or shipped to arrive at RAM between Friday, March 10 and Sunday, March 19, at 4:00 pm.

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Competition sponsored by Racine Art Museum Store and Guest Relations

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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.