

SAUSALITO ART FESTIVAL ANNOUNCES NEW EXECUTIVE DIRECTOR

SAUSALITO, Calif., Jan. 8, 2019 /PRNewswire/ -- The Sausalito Art Festival Foundation announced today that it has appointed a member of its Board of Trustees, Louis Briones, to the position of Executive Director of the Sausalito Art Festival.

"Now in its 67th year, the Sausalito Art Festival is one of America's premier waterfront art, music and wine festivals and although it is national in scope, it relies heavily on the Sausalito community to make it successful," stated Wayne Kaleck, Chairman of the Sausalito Art Festival Foundation. "The Board felt that Briones, having a history with the Sausalito Art Festival Board of Trustees, being a long-time resident of Sausalito, and being a seasoned marketing executive who has worked with some of the best-known brands in the country, was a natural choice to ensure the continued success of the Festival," added Kaleck.

The Executive Director of the Sausalito Art Festival is responsible for putting on one of the nation's most prestigious outdoor art festivals. As a juried event that attracts the nation's best artists, the Sausalito Art Festival has set the standard for quality, variety, innovation and sheer scope of artists, as well as for a celebrated entertainment lineup, gourmet food and beverages and special exhibitions.

"It's an absolute honor to have been chosen to direct the Sausalito Art Festival this year," stated Briones. "The history of the Festival, along with its quality of art and music is something that does not come along every day. I look forward to bringing exciting and innovative aspects to the Festival that will complement its outstanding reputation," added Briones.

The Sausalito Art Festival draws art enthusiasts from the highly-educated and affluent San Francisco Bay Area and is located in prestigious Marin County. The Festival is rated consistently in America's Top Ten Outdoor Fine Art Festivals by Art Fair SourceBook and is a winner of multiple Pinnacle Awards from the International Festival & Events Association.

About the Sausalito Art Festival

The Sausalito Art Festival's mission is to encourage, promote, and support the arts for the community. Proceeds from the Festival are returned to the community in the form of grants and scholarships. The Sausalito Art Festival is a non-profit 501 (c)(3).

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