

International Wisconsin Ginseng Festival Poster Contest Exhibit at the CVA
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For Immediate Release

Wausau, WI - The Center for the Visual Arts in conjunction with the Wausau/Central Wisconsin CVB will present the **“International Wisconsin Ginseng Festival Poster Contest Exhibit”** from July 21 – September 17, 2017 at the CVA. The Exhibit Sponsor is Thrivent Financial. The Opening Gallery Gala is scheduled for Wednesday, September 13th from 5-7pm. The festival will take place over three days, **September 15, 16, and 17, 2017** at downtown Wausau’s 400 Block city square park and along adjoining streets. Additionally, a variety of tours, demonstrations and other activities will be offered at several locations throughout the area, with shuttle buses transporting attendees to the many off-site attractions. Festival attendees will receive maps and programs outlining the schedule of activities along with punch cards to encourage them to explore the off-site activities and to be entered into a raffle for a chance to win a variety of prizes.

We invite artists to submit original festival poster designs that incorporate certain criteria and elements. Original designs can be broad, ranging from the ginseng root, to the fields, workers, food, and more! The **“International Wisconsin Ginseng Festival Poster Contest Exhibit”** has cash awards! The Grand Prize Winner will receive \$1,000 along with 20 poster prints & one framed print of their poster design. The First Place Winner will receive \$600 along with one framed print of their poster design. The Second Place Winner will receive \$300 along with one framed print of their poster design. Guests of the exhibit will be able to cast their People’s Choice ballad throughout the exhibit. The People’s Choice Winner will receive \$150 along with one framed print of their poster design and a gift basket. Awards will be announced on the 400 Block on Saturday, September 16th.

All original festival poster designs must be 18” x 24” (horizontal or vertical). Artists must be over the age of 18. Artists can submit up to three original designs to www.cvawausau.org. The non-refundable entry fee is \$25 for one, \$30 for two, and \$35 for three entries. Entries will be judged by the Center for the Visual Arts. Entries will be evaluated based on appeal, theme-inclusion,

composition, and marketability. Deadline for submissions is Saturday, June 3, 2017. ***Up to 45 posters will be selected for an exhibit in the CVA Galleries during the timeline of the festival.**

History of Ginseng in Marathon County: Ginseng cultivation began in the late 1800s at the turn of the 20th century in Marathon County by the Fromm Brothers, but has been used in eastern cultures for its healing properties for over 5,000 years. Today, the capital of the United States ginseng industry is in Marathon County, Wisconsin. There are over 185 ginseng producers in the county and 95% of the ginseng root exported from the United States comes from Central Wisconsin. The rolling hills, virgin soil and cool summers grow unique roots very high in ginsenosides (the active compound in ginseng). These properties make Wisconsin ginseng known as the premier cultivation in the world. As you drive around Marathon County in the warm weather seasons, you'll see tarp-covered fields protecting ginseng plants from direct sunlight. The berries turn red in August and are harvested in September. The roots are harvested in October and are used in a variety of products including health and beauty products, teas, beverages, candies and much more. The recent resurgence in the interest of ginseng has created great demand in this ever-evolving market of the crop.

The CVA is greatly looking forward to being a part of the first Wausau/Central Wisconsin CVB International Wisconsin Ginseng Festival taking place right here in the heart of Central Wisconsin! The CVA is an arts nonprofit organization dedicated to engaging people in the visual arts and adding to the livability of the Wausau regional community. The Gift Shop has been relocated to the Third Street Lifestyle Center of Washington Square. All proceeds sustain the operations of the CVA, so come show your support in our effort to provide the community with exceptional events year-round.

