

OUTPOST CUP

FUTBOL DAY

JUNE 6, 2010

OUTPOST FOR CONTEMPORARY ART

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Outpost Kicks Off Soccer Tournament Fundraiser

Outpost Cup to merge art, athletics to fund programs

<http://southamerica.outpost-art.org/>

LOS ANGELES – The Beautiful Game, beautiful art and beautiful music will combine at the first Outpost Cup, a June 6 fundraiser to benefit Outpost for Contemporary Art, the Highland Park-based non-profit that bridges the local and international in its arts and culture programs.

“With this year’s World Cup, and our new program cycle focused on soccer-mad South America, we wanted to bring together the athletic and the artistic in a fun, neighborhood-oriented event that gives the community a unique new way to connect with art and artists,” said Outpost Executive Director Julie Deamer. “Outpost is about making art accessible to people in lots of different forms, and we think this is a great new way to do it.”

Teams of artists, neighborhood and work groups, competitive players, parents vs. kids, and other categories will compete on the pitch for soccer/*futbol*/*futebol*/football glory, along with live music, a variety of performance artists and other performers, food and drink from local restaurants and food trucks and more.

The Outpost Cup will run from 10 AM to 6 PM, June 6, at Vista Hermosa Park, 100 North Toluca Street in the Echo Park neighborhood of Los Angeles. (The park is on First Street west of the 110 (Harbor Freeway) between Beaudry and Glendale Blvd.)

Those interested in registering teams, performing or selling food at the event or sponsoring the festivities can go <http://southamerica.outpost-art.org> for more information.

Outpost's South American cycle will bring six artists and collectives from across the continent to Los Angeles over the next two years to create City-based projects that foster intimate contact and genuine connection with Los Angeles audiences. Those artists will include Grupo Bijari, from Sao Paolo, Brazil, who created the Outpost Cup logo (seen at top) and a separate crest that will be part of the official Outpost Cup shirts. Grupo Bijari is scheduled to come to Los Angeles this fall.

About Outpost for Contemporary Art

Outpost for Contemporary Art is a non-profit organization devoted to connecting people to art and artists from around Los Angeles and around the world through a wide variety of events, exchange programs and residencies. Contributions to Outpost are tax deductible under section 501(c)3 of the IRS code. Outpost's headquarters is located at 1268 North Ave. 50, Los Angeles, CA, 90042. For more information, call (323) 899-3533 or email info@outpost-art.org

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