



Towanda Celebrates First Friday, July 1st

On Friday, July 1st, from 5PM-9PM, Towanda will celebrate its First Friday with an Independence Day Theme. A highlight of the night is the Independence Day Parade at 7pm! **Look for our NTCA float with local artists Jason & Shvonne Strickland demonstrating a kick wheel to throw pots on a small box trailer and featuring "Proud to be American-Made" signs!!** Michelle Kaleta will be doing a spinning demonstration at the PA North Country Artisan Center & Store.

Be sure to mark your calendars for **August's First Friday, August 5th!** The Artisan Center will be hosting a book signing with C.J. Hatch and her book, "Images of America: Sullivan County". For more information on First Friday, visit <http://firstfridaytowandapa.org/>

In The Store...

The PA North Country Artisan Center & Store is pleased to [welcome back Ketchup2!](#) Back and better than ever, the bottle is a little shorter to fit the fridge better but holds the same amount. Also in the store are prints by [Steven Pidcock](#), whose artwork is on display on the walls of the Weigh Station Cafe through July. Don't miss these fabulous **"Faces of the Susquehanna"**!

Art on the Edge: Show Stoppers & Marketing Basics

Show Stoppers & Marketing Basics: The second in a series of sessions dedicated to the professional aspects of maintaining art as a business, this Meet-Up will cover how to set up a booth that wows a crowd at art shows and how to tackle the show application process. Topics covered in this session will also include traditional and internet based marketing techniques. Saturday, July 30th from 3-5pm at the Johnsonburg Community Center.

For more information and to RSVP, check out [Art on the Edge](#) on Facebook!

Fingerstyle Guitar Duo to Perform at Keystone Theatre

The [Bradford County Regional Arts Council](#) will present fingerstyle guitarists, Loren Barrigar and Mark Mezengarb, in concert, Wednesday, August 3rd at the Keystone Theatre! **NTCA is pleased to let our patrons be some of the first to know about the concert AND to offer a special pricing option!** More details about

the show and tickets will be emailed in a later email, so watch your in-box!

In the meantime, find out more about these wonderful artists and listen to some music samples at www.lorenandmark.com.

Save the Date!

NTCA's Annual Harvest Gathering & Art Auction is scheduled for Saturday, October 8, 2011! This year's event will once again feature the music of [Jakob's Hollow](#), fantastic local foods & beverages, and silent and live auctions filled with artwork from regional artists. Tickets will be available in mid-July. For more information, contact NTCA at 570-268-7455 or info@ntculturalalliance.org.

Dates to Remember

- **PA North Country Artisan Center & Store Hours:** Monday, By Appointment; Tuesday, Wednesday & Thursday, 10am-5pm; Friday, 10am-7pm; Saturday, 10am-3pm.
 - **June-July: Weigh Station Cafe Exhibit** by Steven Pidcock (southern PA). One Washington Street, Towanda.
 - **July 1: Towanda First Friday!** 5-9pm, Downtown Towanda.
 - **July 4: 4th of July Holiday.** NTCA Offices Closed.
 - **July 13: NTCA Board Meeting.** First Citizens National Bank, Troy Office.
 - **July 30: Art on the Edge Workshop.** Johnsonburg Community Center, Johnsonburg.
 - **August 3: Loren Barrigar & Mark Mezengarb in Concert .** Keystone Theatre, Towanda
 - **August 5: Towanda First Friday!** 5-9pm, Downtown Towanda.
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