



Exhibit & Culinary Center

442 Flint Street
Reno, Nevada 89501

Business Office

Wiegand Center
165 West Liberty Street
Reno, Nevada 89501

FOR IMMEDIATE RELEASE

***arte italia* ANNOUNCES “BEAUTY AND THE BEASTS”
PROMOTION WITH THE NEVADA WOLF PACK FOOTBALL TEAM**

RENO, NV – (October 5, 2011) – **arteitalia** today announced it will give away free tickets to Wolf Pack home football games in conjunction with the arrival of Titian’s Renaissance masterpiece *La Bella: Woman in a Blue Dress*.

The Beauty and the Beasts promotion allows guests who visit **arteitalia**’s educational art exhibition, *Titian’s Venice*, the opportunity to receive free football tickets Wednesday through Friday prior to each home game through November 19, 2011.

“**arteitalia** is delighted to collaborate with the Nevada Wolf Pack football team to bring together the art of football and Titian’s art of portraiture,” said **arteitalia** President Kristen Avansino. “The unique combination of *La Bella* in her stunning blue dress and the Men in Blue is a splendid opportunity to showcase our appreciation for priceless Renaissance art and the University of Nevada.”

Titian’s Venice details the mysterious identity of *La Bella*, the intricacies of her magnificent dress and the unique setting, geography and history of 16th century Venice. Upon experiencing the exhibition, visitors will also receive a complimentary pass to view the original oil on canvas masterwork at the Nevada Museum of Art.

Founded in Reno, NV and operated by the E. L. Wiegand Foundation, **arteitalia** promotes the exploration and conservation of Italian culture through innovative exhibitions of classic Italian art and culinary programs featuring renowned Italian chefs. Located at 442 Flint Street, **arte italia** is open Wednesday through Sunday 10am- 5pm and Thursday 10am- 8pm. Admission is free.

Limit two Wolf Pack tickets per family while supplies last.

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