

Art Alliance Austin  
315 Congress Ave  
Austin, TX 78701

March 3, 2008

Mr. Allen Y. Chen  
Editor  
*Austinist.com*  
Austin, TX 78705

Dear Mr. Chen:

Craig Sainsott is just another Austin artist. Paint is fresh on the canvas, and the musky smell is everywhere in his small, dimly lit garage he has come to know as his "studio." "Will this be the day?" he wonders, wiping the sweat off his brow and looking at his urban-themed painting, focusing in on where this next piece of art will take him. "This time it will be different," he silently says as he puts away his brushes. Stained with a spectrum of colors, he grabs the now dried painting, heading toward the streets of Austin to meet his fate.

I think this story of Craig Sainsott would be ideal for the *Austinist.com* website. Craig has an incredible talent who is just like many other artists trying to spread their vision and also make a living. Art Alliance Austin is dedicated to showing off the work of these individuals, hosting many events that give 100 percent of the proceeds to these artists, including the upcoming art show "Intersections: Art from Art City Austin." Your website's continued patronage to Austin is absolutely stunning and respectful. The many articles your staff has written, including the piece by news editor Elizabeth S. about the South by Southwest (SXSW) event, captures and preserves the culture of the great city of Austin. Artists such as Craig Sainsott drive the creative forces of Austin and help "keep it weird." You should definitely come by and see for yourself how these artists make the city "weird" at our upcoming events.

We're offering Craig's story exclusively to *Austinist.com*, so I would need to know in the next few days if you're interested. We would be more than happy to provide you with anything you needed, from setting up interviews with local artists, to some of their journals they have kept over the years about the art scene in Austin. Craig will cooperate fully with your staff of writers and photographers; I can assure you of that. Please let me know soon how we might help. My direct phone line is 361-920-5005.

I will call Monday, March 10, to see if there is any help that is needed for a possible story on Craig Sainsott. Thank you for your time and consideration, it is much appreciated.

Sincerely,

Dustin Villarreal  
Public Relations Director