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**NEWS
RELEASE**

11/30/2025

Museums & Cultural Affairs Department to Host Free Artists INC Express Workshop for El Paso Creative Professionals

EL PASO, Texas—In early 2026, the City of El Paso Museums & Cultural Affairs Department (MCAD) will partner with the Mid-America Arts Alliance on Artist INC Express, a free workshop for local artists.

Artists from all disciplines living within a 75-minute radius of El Paso are invited to register to join the workshop, which takes place on Saturday, February 21, 2026, and Sunday, February 22, 2026, at the El Paso Mexican American Cultural Center. Artists must be 18 and older.

“MCAD staff are often asked how artists and other creative professionals can grow their practice and advance professionally,” said City of El Paso Quality of Life Managing Director Ben Fyffe. “Creating more opportunities for artists to receive practical, hands-on professional training is central to our mission of developing a thriving arts community in our region.”

Artist INC Express is divided into two 5-hour sessions, covering topics for arts professionals including setting goals, securing funding, marketing and branding, and building a formal toolkit. Workshops are peer-facilitated, led by a team of experienced, working artists. The sessions will include group discussions, hands-on exercises, and small group work. After attending, participants gain access to a network of fellow artists.

Workshops are free, but advance registration is required. Participants must commit to the entire 10 hours of the program. Registration information, along with additional event details, can be found at this link: www.maaa.org/event/artist-inc-express-elpaso-tx-in-person.

Now in its fifteenth year, Artist INC has been completed by more than 2,000 artists. Artist INC is supported in part by grants from the Windgate Foundation, the Hallmark Corporate Foundation, and the National Endowment for the Arts. More information is available at www.artistinc.art. More information about the Mid-America Arts Alliance is available at www.maaa.org. Learn more about MCAD at www.epmcad.org.

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Promoting Transparent & Consistent Communication
Among All Members of the Community

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