



Contact: **Dave Austin, 414-453-5761**
Public Relations Director

For Immediate Release
April 18, 1996

Sal Erato Selected Winner of Miller 200 Artist Search

Sal Erato of Waukesha has been named the winner of the Third Annual Miller 200 Artist Search contest. He will design the cover art for this year's Indy Car Miller 200 souvenir program. Artists from the state of Wisconsin were asked to submit sketches of their conceptual design of the souvenir program cover. 57 entries, submitted by 36 artists, were judged using the criteria that the souvenir program cover should represent both the excitement and heritage of the Miller 200, along with providing appropriate credit to the race sponsor.

Erato's sketch combined different eras from The Milwaukee Mile's history, rendered in a comic book, graphic style. It also contained the modern era image of Bobby Rahal's Miller sponsored Indy car, rendered in a photo-realistic style. For his effort, Erato earned the \$750 top prize, a pair of race credentials, and will be honored in a pre-race ceremony.

"The third time was the charm," Erato said. "Two years ago I finished third in the contest and last year I finished second, so I'm pretty excited that I won this year." In 1994, Erato opened his Elm Grove based studio, Performance Art, to develop and promote his motorsports art career. In addition to numerous limited edition prints he has created, Erato also produces unique wall hanging sculptures representing all forms of motorsports.

The runner-up was John Bailey of West Allis. Bailey is a commercial artist illustrator and is co-owner of Spectrum Creative, Inc. in Milwaukee. As a hobby, Bailey creates paintings in various mediums with auto racing and automotive themes. He won \$100 and the honor of providing the cover art for the NASCAR Sears Auto Center Motorsports Weekend souvenir program. Second runner-up was Hales Corners resident Tim Berry, who will also receive \$100.

Many good seats still remain for the Indy Car Miller 200 weekend. Practice on Friday, May 31 is open to the public at no charge. Pole qualifying on Saturday, June 1 is \$8. Reserved seats for the June 2 running of the Miller 200 are \$70, \$50 and \$35. Infield general admission is \$20. Tickets can be ordered by calling 414-453-8277, or purchased in person at The Milwaukee Mile box office.

-end-