

# NEWSWORTHY TRENDS

## Artists Expand Sales Online

(NAPSA)—Getting creative with their computers could help artists and craftspeople expand their sales on the Web.

A new kind of online art fair lets them offer their work to thousands of visitors by creating “virtual booths.” In addition to displaying their art, artists can customize their booth to describe their background and the inspiration for the art they produce. They



**Artists and craftspeople reach a wider audience to promote and sell their art.**

can also list the live art shows and fairs they'll attend throughout the year as well as offer sales and other merchandising solutions for their items.

The online art fair, [www.trAloola.com](http://www.trAloola.com), has grown to nearly 200 artists selling art and craft items across a variety of categories, from fine art, home decor and jewelry to accessories and more.

For many artists short on time, it's been a simple way to reach a wider audience to promote and sell the artwork they create.

For more information, visit [www.trAloola.com](http://www.trAloola.com).