

# Art& learning Xchange

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## **FOURTEEN TWIN CITIES ARTS ORGANIZATIONS SELECTED FOR ADVANCED MARKETING TRAINING PROGRAM**

*Minneapolis / Saint Paul, February 8, 2010* – As part of its efforts to strengthen arts participation, **Arts Learning Xchange**, a program of Arts Midwest and Minnesota Community Foundation has selected 14 mid-sized Twin Cities arts organizations to receive the National Arts Marketing Project's Advanced Training. The National Arts Marketing Project Advanced Training is a comprehensive eight-day curriculum for arts organizations that prepares key staff to effectively collaborate on a long-term marketing approach. Attendees raise their skills to an advanced level, and emerge with a savvy marketing plan. Following their successful participation in the Advanced Training, organizations will receive an Advanced Training Program implementation grant.

### **ORGANIZATIONS FOCUS ON CONNECTING WITH AUDIENCES THROUGH MARKETING**

The Advanced Training Program is designed to help arts organizations connect with arts audiences through marketing and earned income strategies. It is aimed at arts organizations whose growth can be stimulated by an infusion of audience engagement and participation marketing skills, research information, and implementation funding. By dedicating themselves to this investment, staff from selected arts organizations learn and practice the skills necessary to strategize and document a comprehensive marketing plan.

The fourteen mid-sized arts organizations with annual budgets between \$300,000 and \$3 million selected to participate are:

- American Composers Forum
- Cantus
- Forecast Public Artworks
- History Theatre
- Illusion Theater and School, Inc.
- Interact Center for the Visual and Performing Arts
- Lyric Arts Company of Anoka
- Minnesota Fringe Festival
- Mu Performing Arts
- Park Square Theatre
- Pillsbury United Communities/ Pillsbury House Theatre
- Springboard for the Arts
- Theater Latté Da
- Twin Cities Gay Men's Chorus

The Arts Learning Xchange is brought to Twin Cities arts organizations by Arts Midwest and Minnesota Community Foundation and funded by the Wallace Foundation, which is committed to addressing audience engagement and participation.

To receive information about future programs of the Arts Learning Xchange, visit the Arts Midwest Web site at [www.artsmidwest.org/programs/artslearningXchange](http://www.artsmidwest.org/programs/artslearningXchange).

### **Arts Midwest**

Arts Midwest connects people throughout the Midwest and the world to meaningful arts opportunities, sharing creativity, knowledge, and understanding across boundaries. A non-profit regional arts organization headquartered in Minneapolis, Arts Midwest serves audiences, arts organizations, and artists throughout the nine states of Illinois, Indiana, Iowa, Michigan, Minnesota, North Dakota, Ohio, South Dakota, Wisconsin, and beyond. Arts Midwest's history spans more than 25 years with partners and supporters including the National Endowment for the Arts, foundations, corporations, individual supporters, and its nine member state arts agencies. For more information, visit [www.artsmidwest.org](http://www.artsmidwest.org).

### **Minnesota Community Foundation**

Established in 1949, Minnesota Community Foundation is the statewide community foundation helping to create vibrant communities where all people can find hope and opportunity. As a nonprofit organization created by and for local residents, the Foundation helps individuals, organizations and communities fulfill their charitable giving goals and create positive change through philanthropy. From Argyle to Zumbrota, the Foundation provides charitable planning, grantmaking, and investment services. For more information, go to [www.mncommunityfoundation.org](http://www.mncommunityfoundation.org).

### **The Wallace Foundation**

The Wallace Foundation is an independent, national foundation dedicated to supporting and sharing effective ideas and practices that expand learning and enrichment opportunities for all people. Its three current objectives are: strengthening education leadership to improve student achievement; improving out-of-school learning opportunities; and building appreciation and demand for the arts. The Foundation maintains a Knowledge Center of free publications on what it has learned at [www.wallacefoundation.org](http://www.wallacefoundation.org).

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