



united arts
a greater hartford arts
council campaign

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GREATER HARTFORD ARTS COUNCIL LAUNCHES 2010 UNITED ARTS CAMPAIGN
Annual Campaign which Centered on Holistic, Community-Minded Message:
"Arts & Heritage Keep Us Healthy...Mind, Body & Spirit"

HARTFORD, CT - (February 3, 2010) - The Greater Hartford Arts Council is launching its annual United Arts Campaign during their fundraiser Big Red for the Arts, which will be held on Thu. Feb. 4, 2010 (LetsGoArts.org/BigRed). The United Arts campaign supports more than 150 unique organizations in 34 towns throughout Hartford County. The campaign messaging this year focuses on the message "*Arts & Heritage Keep You Healthy...Mind, Body, and Spirit,*" a nod to how arts and heritage have the ability connect communities, by boosting morale and offering inspiration. Lasting through July, the United Arts Campaign expects to raise \$4M which supports local museums, concerts, theater programming, dance performances, and community events.

Arts Council campaign leaders point to three key reasons to support the arts:

- Exposure to the arts education inspires children to become strategic thinkers and innovative problem solvers.
- Secondly, the movement-based arts positively affect our bodies, helping us protect our physical selves. Likewise, it has been shown that exposure to music and art has the ability to decrease blood pressure, quiet a rapid heart rate, and lower anxiety in cardiac patients.
- Lastly, the arts can elevate our spirits, supplying us with much-needed influx of creative energy and inspiration.

"The arts have the powerful ability to shape our minds, protect and heal our bodies, and lift our spirits," said Greater Hartford Arts Council Chief Executive Officer Kate Bolduc. "The United Arts campaign is vital to sustaining our local cultural assets, particularly now, in light of these difficult times."

Bolduc makes the point that keeping arts education and programming thriving is just as important to our community initiatives as other social services.

"When you contribute to the United Arts fund, you are helping to celebrate our communities' diverse cultures and also keep Hartford's economy sustainable. 7,400 full-time jobs cultivate \$244 million annual dollars into our economy, generating business for many, many small businesses."

Donors can learn how they can keep themselves and their communities healthy through the arts by visiting LetsGoArts.org/WhyGive. With a tax-deductible gift of \$50 or more, donors will receive a Let's GO Arts!



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membership, which entitles members to hundreds of dollars in savings on discounted tickets and admission and up to 20% off meals at local restaurants.

The Greater Hartford Arts Council is a leader and catalyst for the promotion, fundraising and coordination of arts and heritage programs that help celebrate our diverse cultures, enliven the spirit, and enrich the economy of Connecticut's Capital Region. It is the largest independent arts council in New England, runs the 8th largest United Arts fund in the country and is a national leader in diversified services and cultural promotions. The Greater Hartford Arts Council has raised and invested over \$58 million for the arts over 38 years, helping to rank Greater Hartford in the top 6 percent of metropolitan areas in North America for its arts and culture. More information about the Greater Hartford Arts Council may be found at LetsGoArts.org.