



*Joining the Arts and Special Audiences*

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**MEDIA ADVISORY**

*March 11, 2005*

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**Art-Reach, The Franklin Institute and Cingular Wireless Celebrate Cultural Access  
Institute Opens Its Doors to Underserved Children as part of "Arts Advocacy Day 2005"**

**WHO:**

**Art-Reach** is a nonprofit organization in Philadelphia that facilitates access to the arts for people with disabilities or economic disadvantages and that serves the human-service and arts communities and the public as a resource on cultural accessibility.

**WHAT:**

One hundred kids with limited access to the arts will get an opportunity to visit **The Franklin Institute**, Pennsylvania's most visited museum and a leader in the development of interactive science exhibits. Welcoming them will be Philadelphia City Councilwoman **Blondell Reynolds Brown**, one of our region's leading arts advocates, and representatives of state senator **Shirley Kitchen** and state representative **Jewell Williams**. The children participating in this event attend the **Alcorn Elementary School** in Southwest Philadelphia and the **Logan Hope Afterschool Program** in North Philadelphia. This event is made possible through the generous support of **Cingular Wireless**.

**WHEN:**

**Tuesday, March 15**, at **10:00 a.m.**

**WHERE:**

Franklin Hall  
The Franklin Institute Science Museum  
222 N. 20<sup>th</sup> Street, Philadelphia

**WHY:**

As part of Arts Advocacy Day 2005, a national initiative designed to increase public support of the arts, **Art-Reach** partners with **The Franklin Institute** and **Cingular Wireless** to highlight the need for cultural access and the positive role the arts play in improving the lives of people with disabilities and economic disadvantages.

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