



Joining the Arts and Special Audiences

NEWS RELEASE

June 23, 2004

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Art-Reach Expands Services to Offer Scholarships to Summer Arts Camp in a Unique Partnership with the Philadelphia Art Alliance and Women Against Abuse

(PHILADELPHIA)—**Art-Reach**, the nonprofit organization that provides access to the arts for people with disabilities and economic disadvantages, has expanded its services by providing scholarships for a family of children from **Women Against Abuse** to attend a summer arts camp running **June 21-July 2** at the **Philadelphia Art Alliance** in Center City.

“A lot of the people we work with have expressed interest in having cultural experiences that go beyond attending a theatre or visiting a museum,” said **Art-Reach**’s new Executive Director Michael L. Norris. “The Philadelphia arts community has been very generous to us, providing us with thousands of donated or discounted tickets each year, but we knew that if we wanted to give the folks we work with deeper, more hands-on cultural experiences we’d have to develop a new approach.”

This spring **Art-Reach** launched the **Joyce W. Burd Program Enhancements Fund**, named for its founder and recently retired Executive Director. “Joyce’s fund was created specifically to help us generate the resources we need to strengthen and expand our current programs or to start new ones that fulfill our mission in a deeper way,” said Norris. “Classes and workshops are expensive for arts organizations, and donating them to us would be a financial burden. We were so impressed by the **Art Alliance**’s commitment to reaching underserved young people with its summer art camps that we are offering the scholarships as the first project of our new fund.”

The scholarships will allow a family of four children from the **Women Against Abuse** shelter to participate in one of the three art camps the **Philadelphia Art Alliance** is offering this summer. The session will explore the connection between science and art. The children will create projects based on popular science fiction stories, including symbolic jewelry from *The Lord of the Rings*, super-hero costumes and machine sculptures. They will also travel to the Academy of Natural Sciences for a live fossil dig and solar system party.

“This way the kids get an experience they’d never get to have on their own, the **Art Alliance** isn’t forced to choose between commitment to the community and fiscal responsibility, and **Art-Reach** fulfills our mission in a whole new way,” Norris said. “It’s really a win-win-win situation—and, we hope, just the first of many creative partnerships with arts organizations and human-service agencies.”

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Art-Reach is a Delaware Valley nonprofit organization that joins the arts and special audiences of all ages through organizations that serve people with disabilities or who are economically disadvantaged. For more information, call 215-951-0316 or go to www.art-reach.org.

The **Philadelphia Art Alliance** is the oldest multidisciplinary arts center in the United States, bringing the visual, literary and performance arts to the Philadelphia area for all who wish to enjoy innovative creativity at its best. For more information, call 214-545-4302 or go to www.philartalliance.org.

Women Against Abuse is the largest and most comprehensive domestic violence program in Pennsylvania, serving some 15,000 survivors of domestic violence and their children each year. For more information, call 215-386-1280 or go to www.womenagainstabuse.org.