



*Joining the Arts and Special Audiences*

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**NEWS RELEASE**  
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**ART-REACH LAUNCHES TWO NEW CORPORATE-PARTNERSHIP PROGRAMS**  
***Charter Members Include Lincoln Financial Group, PECO Energy Company and PNC Bank***

(Philadelphia)—Art-Reach, the nonprofit organization that provides access to the arts for people with disabilities and economic disadvantages, has launched two new corporate-partnership programs designed to enhance its mission and help companies expand their community-outreach activities with little or no financial investment.

"These new programs demonstrate Art-Reach's real commitment to fostering mutually beneficial partnerships with the business community," said **Karen B. Davis**, President and CEO of the Arts & Business Council of Greater Philadelphia. "Working with Art-Reach is a great way for any company—large or small—to increase its impact across our community."

The first program, the ***Corporate Circle***, allows companies that sponsor local arts events or organizations to donate to Art-Reach any unused tickets they receive in exchange for their arts sponsorships. Art-Reach, in turn, makes those tickets available to its member agencies, which serve a wide-range of special-needs audiences throughout the community, including people with physical and developmental disabilities, at-risk youth and the elderly in need. There is no cost to join the ***Corporate Circle***, and charter members so far include **City Paper**, **Harmelin Media**, **PECO Energy Company**, **PNC Bank** and **Steen Outdoor Advertising**.

The ***Corporate Circle*** has already benefited underserved audiences in our community. Through PNC Bank's support of Penn Presents, a group of people from Providence Center in North Philadelphia attended a recent performance at the Annenberg Center of the internationally acclaimed production of *The Playboy of the Western World* by Dublin's Abbey Theatre.

The second new program is called ***Adopt-an-Agency***. This program allows a company to target its financial support of Art-Reach to a specific human-service agency, school or community group for which it wants to provide cultural opportunities. There are three levels of adoption, ranging from \$500 to \$2,500 a year, and each level provides a specific number of tickets to arts events around the region as well as on-site performances by Art-Reach artists.

The first member of the ***Adopt-an-Agency*** program is **Lincoln Financial Group**, which has adopted the deaf program at Abraham Lincoln High School, a public high school in the Holmesburg neighborhood of Philadelphia. On November 24 deaf students at Lincoln will enjoy a performance of the Tony Award-winning musical *Big River* at the Academy of Music. This unique production from Deaf Theatre West interweaves English and American Sign Language (ASL) with music, dance and storytelling.

If your company is interested in joining one or both of Art-Reach's new corporate programs, contact Executive Director Michael L. Norris at (215) 951-0316 or [mnorris@art-reach.org](mailto:mnorris@art-reach.org). For more information about Art-Reach, log on to [www.art-reach.org](http://www.art-reach.org).