

FOR IMMEDIATE RELEASE
Communications
February, 2017

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Art-Reach Offers tours for People with disabilities to experience the 2017 Philadelphia Flower Show.

I love that you give EVERYONE a chance to experience Philadelphia arts & culture. Art-Reach helps break barriers in terms of accessibility.

– Amie Ung, Childrens Scholarship Fund

On March 17, 2017 **Art-Reach** and the **Pennsylvania Horticulture Society** will offer a special opportunity for people who are blind or low-vision and to a group of Deaf individuals to experience **the 2017 Philadelphia Flower Show** with an audio described, and American Sign Language (ASL) interpreted tours, respectively, of selected exhibitions.

Art-Reach partners with over 205 human service agencies who serve clients with physical or cognitive disabilities to expand access to arts and culture in Greater Philadelphia. This tour will involve clients from Associated Services for the Blind, and members of the Deaf community who regularly use Art-Reach’s Ticketing opportunities for live performances and museum tours.

Verbal Audio descriptions expand cultural engagement for individuals with visual impairment by providing a live verbal rendering of the action on stage, or of the content of an exhibition. Art-Reach works with professional Audio Describers Nicole Sardella who provides verbal descriptions for Broadway Philadelphia and The Franklin Institute. Art-Reach staff member Angela Wang will also contribute to this tour. The ASL tour will be led by **Hands Up Productions**, a Philadelphia based group which interprets theatre productions at The Kimmel Center, Arden Theatre and The Walnut Street Theatre, and throughout the year with Art-Reach.

In addition to this tour, Art-Reach will enable over 500 members with low-income and/or disabilities to attend the Flower Show for \$1.

Art-Reach is committed to expanding cultural accessibility, and works with over 194 cultural institutions to find more ways to open their programming to people with disabilities and/or low-income.

The 2017 PHS Philadelphia Flower Show, “**Holland: Flowering the World,**” will celebrate the beauty and ingenuity of Dutch culture, from vivid flower fields to innovative eco-design, on March 11 to 19, 2017, at the Pennsylvania Convention Center.

The Pennsylvania Horticultural Society is a nonprofit organization, founded in 1827, that connects people with horticulture, and together creates beautiful, healthy and sustainable communities. Proceeds from the Philadelphia Flower Show support the work of PHS to transform lives and landscapes across the region. Through the innovative greening programs of PHS, people of all backgrounds work together to tend community gardens, plant trees, green vacant lots, and create and maintain iconic public landscapes. These efforts provide healthy food for families in need, teach job skills to returning citizens, build stronger and safer communities, and make our world a greener, more beautiful place. For information, visit PHSONline.org.

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