



# Art-Reach

1501 Cherry St  
Philadelphia, PA 19102

**FOR IMMEDIATE RELEASE: October 1, 2018**

**Contact: Kelly McCaughern, Assistant Director of Communications**

**Email: [kmccaughern@art-reach.org](mailto:kmccaughern@art-reach.org)**

**Phone: (267) 515-6726**

**Art-Reach of Philadelphia Executive Director, John Orr, named a TIAA Difference Maker 100 in national competition.**

TIAA will make a \$10,000 gift in Orr's name, which Art-Reach will use to establish a matching fund for year-end 2018 donations.

Art-Reach's Executive Director, John Orr, was named as a TIAA Difference Maker 100 as part of TIAA's celebration of their 100<sup>th</sup> anniversary. TIAA is honoring 100 people across the United States in their centennial year who are devoting their lives to improving the world and shaping a brighter future. In addition to the recognition, TIAA will donate \$1 million to the nonprofit organizations at which their honorees are making a difference.

Art-Reach, a Philadelphia nonprofit organization, is driven by the belief that disability is a product of design rather than diagnosis and that good design creates a more accessible world. Art-Reach partners with over 220 arts organizations in Philadelphia to adapt their programs so that people with disabilities have more opportunities to engage with the arts. "In 2015, we changed our approach to accessible arts engagement focusing more on design and changing attitudinal barriers in the city," shared Orr adding, "since then, we've seen our impact increase dramatically, reaching over 185,000 people in just the last year." Richard Couch, Art-Reach's Board Chair agrees, "Just a few years ago we were reaching about 13,000 each year. Under John's leadership Art-Reach has evolved into one of the more innovative accessible arts organizations in the country, and we have increased our annual impact by 1260%."

With the recognition, TIAA will make a \$10,000 contribution to Art-Reach in Orr's name. "I'm not a Difference Maker without the team I have and the supporters who love Art-Reach," shared Orr, adding "That's why we are redirecting the \$10,000 gift as a matching challenge to garner additional year-end support from individuals so that we can continue to increase our impact in Philadelphia."

**About Art-Reach**

Founded in 1986, Art-Reach creates advocates for and expands accessible opportunities in the arts so that the full spectrum of society is served. Art-Reach is solely devoted to increasing cultural participation among traditionally underserved audiences in both the disability and low-income sectors of the Philadelphia Region. In 2018, Art-Reach empowered over 185,000 people to experience arts and culture who otherwise would not have the opportunity. Art-Reach is a 501 (c) (3) nonprofit organization. For more information about Art-Reach, visit [art-reach.org](http://art-reach.org)

**About TIAA and TIAA Difference Makers 100**

TIAA ([TIAA.org](http://TIAA.org)) is the leading provider of financial services in the academic, research, medical, cultural and government fields. TIAA has \$1 trillion in assets under management as of 6/30/2018 and offers a wide range of financial solutions, including investing, banking, advice and education, and retirement services. TIAA Difference Makers 100 is in celebration of TIAA's 100<sup>th</sup> anniversary. TIAA selected 100 honorees out of over 4,000 nominations to represent the nation's best Difference Makers. To learn more about visit [www.tiaadifferencemaker100.org](http://www.tiaadifferencemaker100.org)

###