



Immediate Release

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Campaign hits 40% as *ArtisAlive* Opens at Cultural Center

It's week number five of the 12-week Annual Arts Campaign and ArtsinStark has raised 40% or \$580,000 of its \$1,450,000 goal. The dollars being raised will support programs like *ArtisAlive* --- coming to the Cultural Center this weekend. "This funky art show featuring 80 artists from four different states is the perfect way to see how the arts are making a better future for Stark County," says Linda DeHoff, chair of the 2010 campaign. *ArtisAlive* is filled with funky art, fine art, fun jewelry, gorgeous ceramics, cool clothes, and lots of live entertainment. It kicks off with a big party Friday night, April 9 (5 – 11 pm) and runs all day Saturday, April 10 (11 am – 5 pm) at the Cultural Center located at 1001 Market Avenue North. "The money we're raising right now will support hundreds of programs like this for more than 200,000 people all across Stark County next year," says ArtinStark CEO Robb Hankins. For more information on the Annual Arts Campaign, or *ArtisAlive*, go to www.ArtsinStark.com or call 330-453-1075.

Here's how the campaign results to date break down. Against a goal of raising \$474,000 from companies (big and small), the Corporate Big & Small Division has raised \$190,000 or 40%. In the Foundation Division, \$120,000 or 34% of the \$350,000 goal is in. For individuals giving \$250 or more in the Individual Big Division, \$240,000 or 46% of the \$526,000 goal has been collected. Finally, in the Individual Small Gifts Division (donations under \$250) \$30,000 or 30% of the \$100,000 goal has been raised. "The great news," says ArtsinStark Board Chair Bob Timken, "is that so far 90% of all donors are either staying level with their last year's gift or increasing."

7-Apr	Dollar	Dollars	%
Divisions	Goal	ToDate	ToDate
CorpBig/Sm	\$474,000	\$190,000	40%
Found	\$350,000	\$120,000	34%
IndBig	\$526,000	\$240,000	46%
IndSmall	\$100,000	\$30,000	30%
	\$1,450,000	\$580,000	40%

ArtinStark began 41 years ago in 1968 with the dream of building a Cultural Center for the Arts along side the Canton Civic Center which is owned by the City of Canton. In 1972 that dream came true. Today ArtsinStark is a non profit organization that gives out grants, manages the Cultural Center, and runs the Annual Arts Campaign. Its annual budget is \$2.6 million --- and 99% of it comes from the private sector. What isn't earned is raised from individuals, companies, and foundations. Every spring ArtsinStark conducts the Annual Arts Campaign. In the last 4 years giving to the arts has increased by 50%. Last May 2009, in the middle of a recession, it raised the largest amount in 41 years: \$1,450,000. "These are challenging times," says ArtsinStark Vice Chair Susan Steiner, "so we kept the goal the same for this year and we're determined to be successful again." Out of every dollar raised --- 91 cents goes directly to support programs that are part of ArtsinStark's mission: "to create smarter kids, new jobs, and healthier communities."