



## Immediate Release

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### It's Half Time for Arts Campaign with \$730,000 Raised

Week number six has ended. In the jargon of this year's theme of "GO TEAM Arts!" --- it's half time for the Annual Arts Campaign. ArtsinStark has raised **\$730,000** or **50%** of its **\$1,450,000** goal. Six weeks left. "We're headed back to the locker room feeling good," says campaign chair and coach Linda DeHoff, "but the second half will be much harder than the first." Since 99% of ArtsinStark's budget comes from the private sector right here in Stark County, DeHoff's team of 100 volunteer workers are feeling the pressure to succeed. "Because people can actually see over the last four years how the arts have made things better here for kids, jobs, and communities," says ArtsinStark CEO Robb Hankins, "we've got a shot, and we think we're going to do this." The campaign ends on May 26. ArtsinStark never extends its campaigns. For more information, go to [www.ArtsinStark.com](http://www.ArtsinStark.com) or call 330-453-1075.

The Scoreboard to date.

<b>End Week #6</b>	<b>Dollar</b>	<b>Dollars</b>	<b>%</b>
Divisions	Goal	ToDate	ToDate
CorpBig/Sm	\$474,000	\$252,000	53%
Found	\$350,000	\$148,000	42%
IndBig	\$526,000	\$290,000	55%
IndSmall	\$100,000	\$40,000	40%
	<b>\$1,450,000</b>	<b>\$730,000</b>	<b>50%</b>

One of ArtsinStark's three big areas of focus is using the arts to make "smarter" kids. In 2006, ArtsinStark began its new SmArts Program to do just that. To date, ArtsinStark has committed \$170,000 to put **55** SmArts programs into **38** Stark County schools to supercharge learning for **10,000 kids**. Most **SmArts** Programs are for short projects of one or two months in duration. Here is a list of just a few of them to date:

1. Canton City (Crenshaw Middle): To improve reading through a ten-week music program for 5 & 6<sup>th</sup> graders.
2. Jackson - (Sauder Elementary): To bring in two local artists to improve writing by having students create their own books.
3. Massillon - (Massillon Middle): To host a visit by Holocaust survivor Dr. Nelly Toll to teach world history to 300 7<sup>th</sup> graders.
4. North Canton - (Hoover High): To use professional swing dancers-in-residence to teach American History to 10<sup>th</sup> graders.
5. Canton - St. Peter School: to use arts recycling coupled to a mural project to teach science to third and fourth graders.
6. Alliance - (Alliance Middle): to use KIMONO exhibit to teach world history.
7. Osnaburg Local (East Canton High): To set up new arts program to specifically improve reading.
8. Minerva Local Schools (East Rochester): To organize a textile project to teach creative writing.
9. Louisville (Middle School): To use Dr. Seuss books to teach math and physics.
10. Lake Local Schools (Lake Elementary in Uniontown): To use art exhibit to improve science and language arts.

But in order to be able to collect the data necessary to see if results are statistically significant, ArtsinStark has awarded special 36-month grants to three Stark County School systems: Canton Local, Jackson, and Massillon. At the end of the first 12 months, a test group of 6<sup>th</sup> graders in Jackson Local School District involved in “The Fabric of Our Culture” outperformed a control group on state tests at the 95% statistically significant level.

In Canton Local Schools, Faircrest Memorial Middle School hosted a project called “Dream Reading and Writing” to increase state reading test scores for a group of 6<sup>th</sup> graders by 15% over three years. At the end of the first 12 months, their test scores had improved a solid 4% towards the achievement of that goal.

At Gorrell Elementary in Massillon City Schools the goal of “Live Happily Ever After with a Good Book” was to increase 4<sup>th</sup> grade reading scores by 5% over the first 12 months. Reading scores on state tests actually went up by 11%.

ArtsinStark Board Chair Bob Timken believes in the SmArts Program. “We’re out to show Stark County how integrating the arts across the basic curriculum is key to increasing test scores,” says Timken. “And, so far, the results are all pointing in that direction.”