

For more information contact:
Shanna Robb
(951) 692-6135
artinidyllwild@gmail.com

Press Release

FOR IMMEDIATE RELEASE

CREATING THE NEXT GENERATION OF ARTISTS Art Alliance of Idyllwild Donates over \$15,000

IDYLLWILD, CA (December 6, 2015) - The Art Alliance of Idyllwild, a 501(c)(3) organization, has announced that they will be donating over \$15,000 toward keeping art alive in their mile-high community located in the local San Jacinto mountains. Known as an art community, the proposed funding will further their purpose as a nonprofit, which is to “enhance and expand Idyllwild’s reputation as an art community, to support the achievement of artistic excellence, and to support education in the arts”.

The organization is pleased to announce that the \$15,000 is the largest amount donated since its nonprofit designation in 2002. With charities struggling to get funding during tight economic times and lack of funding by county or state programs, the Art Alliance of Idyllwild (AAI) is providing much needed funding to art-related programs and events. Many of the organizations and projects receiving funding have never before benefited from financial support by the AAI.

As stated on their Facebook page, the AAI is leading the effort to create “a generation of artists one scholarship at a time”. Those receiving funding this year include the local smARTS Program run by volunteers who provide ongoing art education at the local Idyllwild Elementary School for students. SmARTS will receive \$2,000 for supplies and teacher stipends along with an additional \$1,000 to be applied towards a field trip or special project of their choice. The music program at Idyllwild Elementary School will also receive \$1,000.

The AAI is continuing to provide financial support to the Idyllwild Arts Academy, one of three independent high school boarding schools for the arts in the United States. The AAI will be donating a total of \$5,200 to the Idyllwild Arts Academy and The Associates of IAF. Funding will provide scholarships for incoming local Idyllwild students, a college scholarship for a graduating Idyllwild student in the arts, financial assistance for Idyllwild youth wishing to attend the Summer Junior Artists Program, and support for the school’s newly formed baby dance program that gives dance classes taught by students to local preschoolers.

Additional funding is being distributed to a variety of new organizations and programs. Hemet High School will receive a \$1,000 scholarship for a graduating Idyllwild student going into the arts

and *Musica!*, an organization that offers a free music program to youth, will receive \$1,000. A total of \$2,400 will be applied towards the creation of two summer programs for local teens. These include a workshop to be named "The Science of Art" that will be held at The James Reserve and a "Writing for Performance" workshop. The AAI has also set aside \$1,500 to offer partial funding to help create a new art program for local home-schooled children.

The Art Alliance of Idyllwild has 283 members. Their fundraising efforts are made possible thanks to affordable membership dues and profit from two annual fundraising events. Known to provide unique art events throughout the year, the AAI's annual fundraiser events include their Eye of the Artist event which is scheduled for March 19th and their popular Art Walk and Wine Tasting that will be held in 2016 on October 8th.

For more information about the Art Alliance of Idyllwild, visit www.artinidyllwild.org.