

PRESS RELEASE  
January 31, 2013

Contact: Sibyl O'Malley  
(626) 578-9315 ext. 102

## **Students Unleash Creativity in Campaign to Keep Arts In Schools**

**Sacramento:** As a new legislative session gets underway, students are taking a creative approach to advocating to keep visual arts music, theater and dance classes in California public schools. The [Student Voices campaign](#), launched by the California Alliance for Arts Education, provides a platform for young people to make and share videos demonstrating their creativity and passion for the arts with their elected officials.

“Young people offer creative, powerful evidence of the many ways that arts education empowers and equips them for a successful future,” says Joe Landon, Executive Director of the California Alliance. “We’ve created a way for them to communicate that passion directly to elected officials.”

In partnership with the Tony Award-winning Berkeley Repertory Theatre, the Alliance will engage members of Berkeley Rep Teen Council in the campaign. The Teen Council, comprised of a diverse group of teens (grades 9–12) interested in theatre and engaged in advocacy work, will participate in the campaign and help mobilize their peers and community to get involved.

Big New Ideas, the creative strategists behind [www.DesignforObama.org](http://www.DesignforObama.org), acted as pro-bono technical and creative advisors for the project. The campaign’s home base on Tumblr features a gallery of student videos, a link to share videos with elected officials and online advocacy resources designed for young people. It can be viewed on mobile devices, [Facebook](#) and the California Alliance [website](#).

The site features videos from campaign partners Shine Global, Inner-City Arts and Berkeley Rep Teen Council, which provide imaginative examples of advocacy videos, including clips from the Academy Award-nominated documentary, *Inocente*, by Shine Global, telling the story of a girl, who refuses to give up her dream of being an artist, despite being homeless and undocumented; *My LA and Skid Row Dreams*, videos created by Inner-City Arts students; and Berkeley Rep Teen Council’s *claimyourARTS* advocacy PSA.

The campaign is scheduled to run until March 31, 2013. The two students whose videos garner the greatest number of Facebook likes during the campaign will win valuable design and multimedia Adobe software for their school and their videos will be featured at upcoming Alliance events.

The Alliance has assembled a strong and diverse team of partners for the campaign:

### **Adobe**

Adobe is a global leader in digital marketing and digital media solutions. Their tools and services enable customers to create groundbreaking digital content, deploy it across media and devices, measure and

optimize it over time, and achieve greater business success. Corporate Social Responsibility initiatives enable creativity, innovation, and collaboration, empowering people inside and outside Adobe to address pressing education, environmental, economic, and social issues. <http://www.adobe.com/>

### **Berkeley Rep Teen Council**

Berkeley Repertory Theatre, recipient of the Tony Award for Outstanding Regional Theatre, seeks to set a national standard for ambitious programming, engagement with its audiences and leadership within the community in which it resides. Through productions, outreach and education, Berkeley Rep aspires to use theatre as a means to challenge, thrill and galvanize what is best in the human spirit. The nonprofit's Teen Council is comprised of a diverse group of teens (grades 9–12) interested in theatre from all over the nine-counties in the Bay Area. Teen Council provides the opportunity for teens to participate in all aspects of the dramatic process: on stage, behind the scenes, and as audience members. Through Teen Council's *claimyourARTS* initiative, teens develop advocacy and civic engagement skills by hosting trainings and conferences, visiting politicians on the local, state and national level, and mobilizing their peers and community around issues affecting arts education. For more information, click [www.berkeleyrep.org/teencouncil](http://www.berkeleyrep.org/teencouncil) or [www.berkeleyrep.org/claimyourarts](http://www.berkeleyrep.org/claimyourarts).

### **California State Summer School for the Arts Foundation**

California State Summer School for the Arts (CSSSA) is an intensive, four-week residential arts training program for talented and motivated high school students. The program is held each summer on the campus of California Institute of the Arts in Valencia. CSSSA's mission is to train the next generation of artists and arts professionals in animation, creative writing, dance, film & video, music, theater and visual arts. Whether they become practicing artists, actors or musicians; join the technology sectors of the entertainment industry; or work in arts organizations, CSSSA graduates are creative thinkers well-prepared for the workplace of the 21st-century. The California State Summer School for the Arts Foundation (CSSSAF) was founded in 1986 as a non-profit organization to raise private-sector funds from corporations, individuals and foundations to provide scholarships so that no student is turned away due to lack of funds. The application deadline for CSSSA 2013 is February 28, 2013. [www.csssaf.org/](http://www.csssaf.org/) and <http://www.csssa.ca.gov/>

### **Inner-City Arts**

Inner-City Arts, widely regarded as one of the nation's most effective arts education providers, is an oasis of learning, achievement and creativity in the heart of Skid Row, and a vital partner in the work of creating a safer, healthier Los Angeles. Providing access to the arts, Inner-City Arts is an investment in the youth of Los Angeles. Creating a bridge between the studio and the classroom, Inner-City Arts' unique approach to arts education measurably improves academic and personal outcomes for children and youth, including those students with Limited English Proficiency who are at risk of academic failure. <http://www.inner-cityarts.org/>

### **INOCENTE**

INOCENTE is an inspiring coming-of-age documentary about a fifteen-year old girl, Inocente, in California. Though homeless and undocumented, she refuses to give up on her dream of being an artist, proving that the hand she has been dealt does not define her - her dreams do. Told in her own words and through her paintings, she reveals a world where buildings drip in yellow and orange, where pink and turquoise planets twinkle with rescued dreams, and one-eyed childlike creatures play amongst loved babies and purple clouds. <http://www.inocentedoc.com/>

### **California Alliance for Arts Education**

The California Alliance is the leading state advocate for arts education in K-12 public schools. Working at the

forefront of policymaking, public advocacy and coalition building, the Alliance champions standards-based visual and performing arts for all California children. [www.artsed411.org](http://www.artsed411.org)