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PRESS ADVISORY

FOR IMMEDIATE RELEASE

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Alliance for Arts Education Unites Local Leaders

(Costa Mesa, CA) – A group of civic and business leaders, parents, educators, and representatives of local arts organizations in Newport Beach and Costa Mesa have been invited to a special meeting March 5, 2010, 7:30-9:30 a.m. to discuss the state of arts education in local schools and what it means to the community. The meeting is organized by the California Alliance for Arts Education, and spearheaded by community leader Mary Lyons, and Sandy Segerstrom-Daniels, Founder and Executive Director of Festival of Children Foundation.

The purpose of the gathering is to activate a core group of local leaders committed to the principle that arts education is an essential component of a quality education. In the midst of California's current budget crisis and the consequences for public education, the Alliance is focused on ensuring that every child receives a complete education that includes instruction in the arts.

"We understand what it takes to give a child a full education, and are doing our best to ensure that the arts are a part of that," says local organizer Cori Juncker, "We look forward to the convening of the many voices in our community on the subject of arts education."

The community organizing effort in Newport Beach and Costa Mesa is part of an initiative by the California Alliance for Arts Education to build support for arts education throughout the state. At the event, the Alliance will present evidence of the benefits students draw from arts education, including better school attendance, overall improvement in performance in all academic disciplines, lower dropout rates, and the development of skills such as critical thinking, flexibility and innovation required for future economic success.

"We know the arts are fundamental to a well-rounded education and help students develop vital 21st century workforce skills that will serve them for decades to come," says Laurie Schell, Executive Director of the California Alliance for Arts Education.

Press interested in attending, contact:

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