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PRESS RELEASE

3rd Annual Bay Area National Arts in Education Week - Creative Impact Event on Friday, September 13, from 5:30 to 7:00 p.m. at the Oakland Museum of California

(Oakland, CA) The third annual Bay Area National Arts in Education Week takes place this year September 8 through 14, 2013. The second week of September, as designated by the U.S. House of Representatives, is a time to celebrate how “arts education, comprising a rich array of disciplines, including dance, music, theatre, media arts, literature, design, and visual arts, is a core academic subject and an essential element of a complete and balanced education for all students.”

This year’s Creative Impact celebration will take place on Friday, September 13, 5:30–7:00 p.m., at the Oakland Museum of California (OMCA), to coincide with Friday Nights @ OMCA, the museum’s weekly family-friendly take on a festive night market featuring live music, art activities, gourmet food trucks, and more. Artists from organizations across the Bay Area will come to perform that evening. There will be a special program and reception featuring local leaders from both sides of the Bay, committed to working together to connect and create sequential ongoing creative experiences for Bay Area students and their families.

“Our recently renovated science and California history installations are innovative, interactive, and engaging learning environments for students and teachers,” says Lori Fogarty, Executive Director of the Oakland Museum of California. “OMCA was just awarded a grant for the Innovation Lab with Museums, for us to work with the Alameda County Office of Education to invent new partnerships and strategies for creating great classrooms that promote active learning and solution-finding opportunities for our citizens of tomorrow.”

The week-long Bay Area celebration, titled Creative Impact, provides a central platform to unite the Bay Area arts and education communities around a shared vision for the success of each and every child through the wealth of creative experiences and arts learning opportunities available to individuals, families, and communities throughout the year.

Creative Impact is an alliance of arts and education organizations representing individuals and communities across the San Francisco Bay Area dedicated to strengthening, enriching, and improving the social fabric of our community through arts education. The alliance is endorsed by Director of Cultural Affairs for the San Francisco Arts Commission Tom DeCaigny and Alameda County Arts Commission Executive Director Rachel Osajima and includes a variety of high-profile arts organizations, including the Oakland Museum of California, American Conservatory Theater, Berkeley Repertory Theatre, Cal Performances, KQED, San Francisco Ballet, and San Francisco Opera (a complete list of organizations is below). Creative Impact also includes the San Francisco Unified School District and the Alameda County Office of Education.

“For the third year, major arts organizations, such as San Francisco Ballet, San Francisco Opera, and American Conservatory Theater have committed extra time and resources to work with school leaders in San Francisco, Alameda, and Contra Costa Counties to understand new needs in schools to deepen learning and student engagement,” says Ruth Nott, Director of Education at San Francisco Opera. “Creative Impact has been the catalyst for new collaborations, where artists from these different organizations are working closely with teachers and school administrators to discuss how the opportunities for narrative in dance, drama, and opera can help young people develop as readers, writers and creators.”

In celebration of the third annual Bay Area National Arts in Education Week, the Creative Impact collaboration hosts a celebration of arts education in the Bay Area during the weekly Friday Nights @ OMCA event at the Oakland Museum of California on Friday, September 13, from 5:30 to 7 p.m. The honored speakers will include Keith Carson, President, Alameda County Board of Supervisors; Craig Watkins, Director of the California Arts Council Director; Lori Fogarty, Executive Director of the OMCA; and Sheila Jordan, Alameda County Superintendent of Schools. Performers will include members from the Westlake Middle School Jazz Band, Oakland School of the Arts Vocal Rush and Circus Arts, Jenny Zheng, guzheng performer with the Chinese Spirit Music Ensemble, Fresh Dynamix dance group with the REACH Ashland Youth Center, and more to be confirmed. A resource area will offer information about arts and education organizations that serve schools, families, and educators in the Bay Area. (Open to the public.)

Creative Impact also hosts a year-round online calendar (www.artiseducation.org/calendar), which is the go-to place to find arts education activities across the Bay Area. The Creative Impact Calendar was created in cooperation with the Alameda County Arts Commission and the San Francisco Arts Commission and is hosted on the Alameda County Office of Education’s Art IS Education website dedicated to promoting arts education in the greater Bay Area region. This calendar shares local community and school-based public arts events that are making a Creative Impact on student success in school and healthy communities. Schools and community organizations are encouraged to post family-friendly events taking place on Saturday, September 14, as well as throughout the year.

Oakland Museum of California & Friday Nights @ OMCA: Friday Nights @ OMCA is a weekly evening series occurring every Friday from 5 to 9 p.m. at the Oakland Museum of California. In partnership with Off the Grid, Friday Nights features the first major food truck market in the East Bay, in addition to extended museum hours, in-gallery programming, a Blue Oak Café Beer Garden, live music, dancing, hands-on family activities, and more. During this festive weekly food event, OMCA welcomes all ages to enjoy the Museum in a fun, social setting that is accessible to all. Gallery admission is half off for adults and free for ages 18 and under. Event parking in the Museum garage is \$5. The Oakland Museum of California (OMCA) is located at 1000 Oak Street, at 10th Street, in Oakland. OMCA is situated between downtown Oakland and Lake Merritt. OMCA offers on-site underground parking and is conveniently located one block from the Lake Merritt BART station, on the corner of 10th Street and Oak Street. The accessibility ramp is located at the new 1000 Oak Street main entrance. For more information, visit www.museumca.org.

Creative Impact: The mission of Creative Impact is to provide a central platform for San Francisco Bay Area educators, artists, and arts organizations to engage and connect young people, families, and communities with the wealth of creative experiences available throughout the region. Creative Impact Partners: Alameda County Arts Commission, Alameda County Office of Education, American Conservatory Theater, ArtsCool Gallery , Arts Providers Alliance of San Francisco, Asian Art Museum,

Attitudinal Healing Connection, Bay Area Video Coalition, Berkeley Repertory Theatre, Berkeley Unified School District, California Academy of Sciences, Cal Performances, East Bay Center for the Performing Arts, Imagine Bus Project, Intersection for the Arts, KQED, Leap: Arts in Education, Little Opera, Museum of the African Diaspora, Oakland Asian Cultural Center, Oakland Museum of California, Oakland School for the Arts, Parents for Public Schools of San Francisco, Performing Arts Workshop, San Francisco Alliance for Arts Education, San Francisco Arts Commission, San Francisco Ballet, San Francisco Museum of Modern Art, San Francisco Opera, San Francisco Performances, San Francisco PTA, San Francisco Symphony, San Francisco Unified School District, Streetside Stories, Teaching Artist Guild, Young Audiences of Northern California, and Youth in Arts. Visit www.creativeimpactsfbay.com.

Alameda County Arts Commission & San Francisco Arts Commission: The Alameda County Arts Commission is a County agency that was founded in 1965 to support arts and cultural activities throughout the County's 14 cities and other unincorporated areas. The Alameda County Arts Commission is dedicated to improving the quality of life in Alameda County by nurturing a thriving environment for the arts and for cultural activities; promoting economic opportunities for Alameda County's artists and arts organizations through programs such as arts and cultural funding, public art, and arts education; encouraging public participation in the arts; and actively advocating for the arts. All of the Arts Commission's programs and services are based on the belief that the arts and creativity are an essential part of every successful and thriving community (www.acgov.org/arts). The San Francisco Arts Commission (SFAC) is the City agency that champions the arts in San Francisco. Established by charter in 1932, the SFAC integrates the arts into all aspects of City life. The agency's core values are committed to the principle that all residents have equal access to arts experiences in all disciplines, that programs are provided comprehensively and evenly throughout the City, and that they are innovative and of the highest quality.

Alameda Alliance for Arts Learning Leadership & San Francisco Unified School District: The Alliance for Arts Learning Leadership, founded by the Alameda County Office of Education, is a collaborative network of the Alameda County Office of Education, the Alameda County Arts Commission, 18 Alameda County school districts, their administrators, teachers, and arts specialists, community arts partners, representatives from higher education, and parents. The Alliance works to create systemic change and develop public understanding about the essential role of arts learning in a high-quality education for every child, in every school, every day (www.acoe.org; www.artiseducation.org). In 2004, the San Francisco Unified School District (SFUSD) founded the annual Arts Education Resource Fair, in partnership with the Arts Providers Alliance of San Francisco and the San Francisco Arts Commission; this year's Arts Education Resource Fair will take place on October 9, 2013, 4–6 p.m., at San Francisco's Asian Art Museum. The SFUSD's Visual and Performing Arts Department also partnered with the SFAC and multiple City and community agencies to create its landmark Arts Education Master Plan, which launched in 2006 after unanimous approval by the San Francisco Board of Supervisors and School Board. The Arts Education Master Plan's promise of equity and access in arts education for every student during the curricular day is made visible at the annual SFUSD Arts Festival. This festival is the culminating event in Creative Impact's year-long celebration of art and education in the Bay Area and will be held March 15–23, 2014, at San Francisco's Asian Art Museum.

For more information about the program or the award recipients, please contact the Alameda County Arts Commission at (510) 208-9646 or by email at artscommission@acgov.org

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