



Young Audiences Western New York

FOR IMMEDIATE RELEASE

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Growing Non Profit brings outside investment to the region

BUFFALO, NY (07/10/2014) – Young Audiences of Western New York is a non-for-profit arts in education organization that has more than doubled its budget in the past four years. That translates into doubling the services to the eight county region of Western New York.

One crucial piece of this growth comes from outside of the area from investors such as corporations, a national affiliation, New York State Council on the Arts, and the National Endowments for the Arts.

July 13-16 marks one such investment:

Of 30 Young Audiences affiliates, Buffalo's *Young Audiences of Western New York* is the first to host a regional leadership institute in partnership with the national, Young Audiences, Inc. organization. See attached press release, and agenda. This **Buffalo Institute** will provide professional learning opportunities to 20 professionals working in the arts as administrators, educators and artists, as well as in youth development and museum administration. 3 of the 20 participants will travel from outside of the Erie County area for the three-day institute.

Over recent years Young Audience of Western New York has managed to expand its investment with corporate grants that are national or international in scope and invest on the local level, for example General Mills, York Children's Foundation, and Target. Through the national affiliated network, opportunities for support have come through MetLife and NRG. Young Audiences, Inc. has provided over \$100,000 in support in the past four years for the local affiliate.

Additionally, Young Audiences of Western York has been successful in securing funding through New York State Council on the Arts, and more notably the National Endowment for the Art's new Creative Placemaking initiative: the Our Town grants.

Interviews with Cynn timer Gaasch, Executive Director, program participants, and Young Audiences, Inc.'s National Executive Director are available. Please contact to schedule photo and interview opportunities on July 14th or 15th.

Young Audiences of Western New York is a not-for-profit arts-in-education organization. Our mission is to make the visual, performing, and literary arts a part of young people's lives in order to enhance their development as creative and productive human beings. We strive to strengthen and enrich young people's creative, emotional, and intellectual lives through the arts. We work to advance teaching and learning in the arts by:

- *bringing meaningful arts experiences into the life of every child, in order to improve their educational attainment*
- *connecting young people with professional artists in schools, community centers, and out-of-school-time programs*
- *expanding the capacity of teachers, artists, and cultural organizations, in order to harness the power of arts in education and learning in and through the arts*

Young Audiences WNY's mission is made possible by the Baird Foundation, Buffalo & Erie County Public Central Library, The Children's Guild Foundation, Children's Foundation, City of Buffalo and individual Council Members, Erie County, Fund for the Arts, General Mills, The John R. Oishei Foundation, M&T Bank, The National Endowment for the Arts, New York State Council on the Arts, New York Council for the Humanities, Target, and Young Audiences Affiliate Development Fund.

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ARTS FOR LEARNING

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