



Young Audiences Western New York

FOR IMMEDIATE RELEASE

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YOUR SCHOOL CAN WIN A FAMILY ARTS FESTIVAL

BUFFALO, NY (September 30, 2014) – NRG Energy, Inc. and Young Audiences have partnered together to bring you the NRG Creatively Green Awards Program. This year, the program will award three Western New York schools an engaging and dynamic family festival that offers parents and children the chance to participate in hands-on art making in order to better understand the importance of environmental sustainability.

Winning schools receive the unique opportunity to host a family event, featuring Young Audiences' artists that will celebrate imagination and creativity while promoting a better understanding of individual and community responsibility to protect our planet.



**CREATIVELY
GREEN
FAMILY ARTS
FESTIVAL**



2-3 hour family arts festival includes:

- A dynamic performance by a Young Audiences' artist focusing on the importance of protecting the environment.
- Hands-on art making workshops led by Young Audiences' professional teaching artists that promote environmental sustainability.
- A community art-making project to be played, displayed, or shared during the event.
- The guidance and support of Young Audiences staff to help plan your family arts festival.
- A "tool kit" to assist your school with publicity and implementation of the event including an adaptable press release, flyers, and signage.

Festival benefits:

- Excite and educate students about sustainability
- Strengthen connections between families and schools
- Build partnerships with community organizations and businesses

Application deadline: December 1, 2014

Questions about the NRG Creatively Green Awards? Contact us at 716-881-0917 or at info@yawny.org

ABOUT YOUNG AUDIENCES: *Young Audiences of Western New York's 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. They provide services in Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans, and Wyoming counties. Every day, they fulfill their mission through performances, workshops, and residencies in educational, cultural, and community centers. Young Audiences of Western New York celebrated 50 years of service in 2013.*

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ARTS FOR LEARNING

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