



FOR IMMEDIATE RELEASE
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ARTS Day 2017: Advocates Unite to Improve the Arts Landscape

Raleigh, NC – For most of the year, arts lovers labor tirelessly to make local projects and programs happen. But once a year, **ARTS Day** convenes a mass meeting of the minds to advance big ideas for the arts at the state level.

ARTS Day 2017 opens an especially significant window this year. Poised at the beginning of the legislative budget cycle and capitalizing on the effective advocacy efforts of recent years, **ARTS Day 2017** will help hundreds of arts supporters unite to promote a plan that would provide sustainable arts infrastructure in every corner of the state.

With rural North Carolina communities still feeling the strain of a struggling economy and urban North Carolina communities stretching resources to accommodate explosive population growth, it comes as no surprise that a key focus in the legislature is how to help our state thrive across such differences. **ARTS Day** advocates know what an economic and cultural driver the arts are, and they think now is the time for great transformation.

In collaboration with the 50th anniversary festivities of the North Carolina Arts Council (a \$60 value included in the two-day **ARTS Day** ticket), **ARTS Day 2017** will offer the statewide arts community an important chance to reflect, celebrate, and leap forward together.

Content

Day 1, Conference Day (March 28, 11:00am – 7:30pm) is devoted to industry updates, networking, and preparing messages. With a line-up of presenters that includes seasoned arts administrators, artists, lobbyists, public policy experts, and educators, **ARTS Day** delivers a wealth of information and inspiration.

Arts lovers need not be seasoned advocates to attend. Conference Day kicks off with **Advocacy 101**—an introduction to the nuts, bolts, and process of arts advocacy in North Carolina. The session will be led by Arts North Carolina's Executive Director, Karen Wells.

After an afternoon of learning and planning, Conference Day will culminate with the **North Carolina Arts Council's 50th Anniversary Celebration**. The party will welcome the arts community as well as legislators for hors d'oeuvres, drinks, special presentations, and music by John Brown's Little Big Band.

Day 2, Legislative Day (March 29, 8:00am – 1:30pm) facilitates tangible action. Prepared with the messaging and energy of Conference Day, attendees meet with their legislators to explain the importance and implications of advancing the arts in North Carolina. While hundreds of arts supporters share stories from their districts in the legislative offices, a showcase of arts education programs on the portico (weather permitting) will help illustrate just how the arts transform people and places.

See the detailed schedule at www.artsnc.org.

Registration

Registration is open now, and early registration is encouraged; procrastinators' fees apply after March 1, 2017.

- Full (2-day) Registration: \$175 (\$225 after March 1)
- Registration for Legislative Day Only: \$35
- NCAC 50th Anniversary Party Only: \$60



- For student rates, call the Arts NC office at (919) 834-1411

About the Organizers

Arts North Carolina is a 501(c)(3) organization that advocates for the arts statewide. With a vision of a vibrant North Carolina where the arts are embraced by all as indispensable, **Arts NC** helps the many arts communities of our state speak with a unified voice. They offer training and networking opportunities to foster arts leadership, develop strong relationships with legislators, and organize strategic political action in order to champion critical issues for the arts and arts education. www.artsnc.org

Calendar Listing

ARTS Day 2017: For arts lovers of all kinds, North Carolina's annual conference of art and action convenes a mass meeting of the minds to advance big ideas for the arts at the state level. Day 1, Conference Day is March 28, 2017 from 11:00am – 7:30pm at the North Carolina Museum of History, Raleigh. Day 2, Legislative Day is March 29, 2017 from 8:00am – 1:30pm at the General Assembly Legislative Complex, Raleigh. Registration rates range from \$20 - \$225. Visit www.artsnc.org for more info.

ARTS Day 2017

North Carolina's Annual Conference of Art & Action

Organized by Arts North Carolina

March 28 (11:00am – 7:30pm) North Carolina Museum of History

March 29 (8:00am – 1:30pm) NC Legislative Complex

Raleigh, NC

www.artsnc.org



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