



FOR IMMEDIATE RELEASE

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ArtReach Celebrates Thirty Years of Support from Adolph Coors Foundation

(Denver) For thirty years the Adolph Coors Foundation has funded local arts education programs provided by ArtReach, Inc. in the Denver metro area. Continuing with the tradition, Coors recently awarded ArtReach \$10,000 to be used for general operating funds contributing to ArtReach's goal of helping more than 70,000 individuals yearly through the Arts Benefiting Kids, Community Tickets and Arts Express programs. These programs allow people of all ages who struggle with physical, mental, behavioral or severe economic challenges an opportunity to experience arts and culture.

The Adolph Coors Foundation is a private family foundation established in October 1975 with funds from the Adolph Coors, Jr. Trust. Adolph Coors, Jr. was the son of the founder of the Coors brewing Company in Golden, Colorado. Assets restricted for use within the state of Colorado have built a stronger, healthier society by providing financial assistance to charitable organizations in the areas of health, education, youth, community, civic, cultural, and human services. This geographic parameter and the funding priorities of the Foundation are in keeping with the family's philanthropic interest and desire to make an investment in the people and communities that have been so important to the Coors family since the 1800's.

Funding from Adolph Coors Foundation allows ArtReach to facilitate the Arts Benefiting Kids, ArtsExpress, and Community Tickets programs. **Arts Benefiting Kids** education program allows youth, from economically disadvantaged families, the opportunity to learn a variety of art disciplines from professional artists that go directly in the **(into)** schools or organizations. These experiences provide youth with a sense of accomplishment, self-esteem, and a desire to stay in school – all attributes that can give kids a chance to succeed. **ArtsExpress** provides funding for bus trips to cultural events and museums in our community to individuals who are isolated from society, have a physical or mental impairment that prevents them from driving, or do not have the financial means to own a car. And finally, the **Community Tickets** program distributes donated tickets to cultural, community, sports and arts events **and museums** to individuals in populations of need. These tickets are more than an opportunity to see a concert ... they can be the inspiration to move beyond personal barriers.

Established in 1974, ArtReach, Inc. is a Colorado 501(c)(3) nonprofit charitable organization under the Internal Revenue Code serving arts, cultural and human service organizations. ArtReach is the only organization in the Denver area that exists to ensure people of all ages who struggle with physical, mental, behavioral or severe economic challenges have an opportunity to experience arts and culture. Every year ArtReach programs serve more than 70,000 individuals and families in our community. ArtReach is funded through grants from SCFD, CCA, National Endowment for the Arts, and other foundation grants, along with **membership fees**, donations from local individuals, and corporations. ArtReach fosters community interactions by maintaining over 350 innovative long-term partnerships between diverse art (local art agencies and businesses) and community agencies (social service agencies, public housing, long-term care facilities, parks and recreation department, and schools). To donate, or volunteer to ArtReach, visit us online at www.artreachdenver.org, or 303-433-2882.

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