



FOR IMMEDIATE RELEASE

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Contact: Karla Johnson-Grimes, ArtReach

(303) 433-2882 x226

karla@artreachdenver.org

ArtReach launches “12 Days of Giving” Benefiting At-risk and Underserved People of All Ages for All Seasons

(Denver) ArtReach officially launches their inaugural “**12 Days of Giving**” Holiday fundraising campaign to raise \$78,000. Starting December 7, 2006 individuals and corporations can donate online or through the U.S. Mail. “12 Days of Giving” donations support local arts education programs provided by ArtReach during the Holiday Season and throughout the year. **To make your “12 Days of Giving” donation, visit www.artreachdenver.org and click on “donate now to ArtReach,” or mail your donation to ArtReach “12 Days of Giving,” 3400 West 38th Avenue, Ste. 200, Denver, Colorado 80211.**

“**12 Days of Giving**” donations will support ArtReach’s three programs, that facilitate arts and cultural opportunities for special populations, **Arts Benefiting Kids**, **ArtsExpress**, and **Community Tickets**. Through the **Arts Benefiting Kids** education program youth, from economically disadvantaged families, learn a variety of art disciplines from professional artists that go directly in the 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 to individuals in special populations. These tickets are more than an opportunity to see a concert ... they can be the inspiration to move beyond personal barriers.

ArtReach is the only organization in the Denver area that exists to ensure that people of all ages who struggle with physical, mental, behavioral or severe economic challenges have an opportunity to experience arts and culture. The joy of expression and participation fulfills a need in every human being, and every year in every season ArtReach programs ensure that more than 70,000 individuals and families in our community have the opportunity to step outside their everyday lives to experience this joy and fulfill this need.

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 funded through grants from SCFD, CCA, National Endowment for the Arts, and other foundation grants, along with 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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