ARTS **Press Release**  Arts

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FOR IMMEDIATE RELEASE

**Arts**

Not-for-profit arts centre broadens horizons

[Waterloo-Ontario][December 2013] – The Arts 5th annual Christmas Celebration of the Arts is in full swing throughout the month of December. This event is being held at their home location in Uptown Waterloo, a 2000sq.ft refurbished factory that houses a number of studios and galleries for all forms of art; music, theatre, dance and visual arts. Admission to the galleries and performances, as well as any purchased pieces, will help to raise funds to expand the organization into neighbouring communities and to inspire cities across the nation to reach out and get involved with their neighbourhood through the arts.

Arts offers community programs, classes and personal productions on a daily basis throughout the year when the bi-annual, month-long Celebration of the Arts is not in session. They foster an open and supportive environment for all who wish to join. As an organization, the employees deliver positive values, leadership skills, structure and important community connections to the lives of many artists. Recently, a new incentive was put forth to offer a specialized program for people with special needs who would like to reach out artistically in the community. This series has been a resounding success!

(more)

The ideas promoted by this blossoming business are taking the national scene by storm; their goal being to spread the wealth of arts enjoyment and community giving throughout the world. Ideally there would be many more sublets of Arts available in communities across the country in order to expand their horizons in fostering a strong arts community and a social network that makes everyone feel welcome. This year’s Celebration of the Arts is intended to fulfill that objective.

The doors will be open from 12am-6pm Sunday to Thursday and 10am-8pm on Friday and Saturday. Pricing as follows: admission to all fine arts galleries $10/adult, $7/youth, senior, student; theatre/dance/music performances $20/adult, $15/ youth, senior, student; product purchases vary

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**About Arts**

(Fact sheet/Background)

- Started as a local artist funded and run store front

o Not-for-profit

o Involved in arts awareness and exposure, volunteering, community care/involvement – encouraging self expression and societal education through arts styled story-telling

§ Includes people from all societies - Youth, retirees, beginners, pros, people experiencing homelessness, street kids, people with special needs

§ Community connection for those in need – a hub for finding the resources needed

o Some arts classes and community events/fundraisers started getting the origination’s name into the community

o More fundraisers and community involvement equal more advertising via word of mouth, the best form of advertisement

- First two years were slow-moving

o After the boom in popularity of the third year, moved to larger facility

- 2000sq.ft refurbished factory

o Art studios and production space for community use

o Hired staff

- All kinds of people; all kinds of art

o Music, theatre, dance, visual arts

o Specialized programs (Arts Ability for people with special needs), personal and group lessons, community participation

o Personal production space at cost

- Last three years have flourished

o 400% increase in community involvement (over 3yrs)

o Interest in music and theatre programs have doubled in the last year

o Many donations and lots of support from local Businesses, schools and universities

- Local, public galleries and presentations cycled monthly

- Celebration of the Arts

o Fundraising event held bi-annually for a month’s duration

o Performances and galleries with admission

o Increase in popularity exponentially

§ Progression from needing to go into the community to teach and encourage people using the arts to having more people coming through the big factory than can be managed. (0-500clientele in a matter of three years)

- Sublet locations in production for surrounding cities (and soon nationally)

- Going national

o Internet publicity

o Worldly visitors and promoters (WE day)

**Contributing artists and instructors**:

**Rodrigo** is an innovative sculptor who specializes in memorials and motifs but he is most well known for his interactive display of the Canadian Shield. This display is a sculpture that wraps around the viewer and includes everything from evergreens, elk, to granite and beavers. A mysterious man, Rodrigo chooses to use only his artist name and reveals little of his personal life. What is apparent in his various works is the fact that he is a very proud Canadian with a zest for new methods of showing his pride within his work. Rodrigo funds all of his work privately and only shows in select exhibitions.

**Julie-Ann Miles** is an up-and-coming actress and musician. She is only nine years old but is far beyond her age as far as talent is concerned. She has taken part in every school play, choir and musical since grade one and has played big roles such as the Little Orphan Annie from *Annie* and the youngest of the von Trapp family, Gretl, from *The Sound of Music* in local community centres. She has high hopes of making it to Broadway someday and her mom/manager is working hard with her to achieve that goal. Julie-ann’s favourite colour is pink; she loves horses and boasts of holding the stunning class record of eating 14 cookies in one sitting. With such young ambition it won’t be surprising when her name is seen in lights!

**Kai Elise LaRue** is an Ontario born oil and mixed media artist with a passion for her French-Canadian heritage. She has completed her BASc at Wilfrid Laurier University and her BA at the University of Waterloo. She continues to apply herself academically as she is currently completing her MA at the University of Waterloo where she uses her spare time to express her beliefs with fine arts. She has shown in solo and collaborative exhibits at local galleries since 2006 including *Art’s Arts*, *Cream of the Crop* and multiple privately funded community galleries in Southern Ontario. Her paintings are by and large kept at her personal studio however she has sold a handful to some well known Canadian pride advocates, such as Alex Lifeson from the band RUSH, Greg Keelor from the band Blue rodeo as well as select departments at the University of Waterloo. Kai stays true to her roots by livings primarily on the outskirts of town, relishing in the simplicities of country life. Kai LaRue is represented by Canadian Art Rocks, Toronto. [HYPERLINK "http://www.kailarue.com/"www.KaiLaRue.com](http://www.kailarue.com/)

**Andrew Karr** pours himself into portraiture, creating fantastic images of friends, family and celebrities. He is a strong member of the Arts Ability program at the local arts organization, Arts, and displays his pieces in exhibits there on a regular basis. A lover of animals, he devotes 75% of his numerous sales to World Wildlife Fund keeping the last 25% for himself to pay for his art materials. Andrew has a very creative and curious soul that strives for perfection in every piece he creates. In this perfection a quirky disposition emerges when the repeated viewer analyses his portraits. Each of them shares the common trait of having an animal friend somewhere in the work; be it on a shirt, lap or shoulder.

**Imanuelle Paroux** is a mixed-media artist who uses videos, sounds and physical experiences (scent and feeling) to create her artwork. Although she is working on a PhD in biochemistry at the University of Toronto, Imanuelle can’t give up her creative flare. Originally from Abbotsford, British Columbia, Imanuelle often returns to her home town with the content of her work. *The Sun Storm* , her current masterpiece, includes images of a beautiful sunny day that are displayed in video format but are juxtaposed with the sounds of a thunder storm as well as a light mist hanging in the air. All of this is displayed in an over-heated walk through and perfectly encapsulates the major methods she uses to create her artwork. Often considered an over-achiever, she is always on the move, ready to take on whatever life throws her way. Imanuelle Paroux is represented by worldly endeavors, Vancouver. [HYPERLINK "http://www.imparoux.ca/"www.ImParoux.ca](http://www.imparoux.ca/)

**Rex Linton** is a street photographer with a keen eye for the hidden beauties of everyday life. A man of the world, Rex lives out-of-doors among the street kids and other people experiencing homelessness. He is an innovative leader who has set out to change the socially conceived stereotypes of his companions. A large collection of his photographs have travelled across the nation, making a brawny and honest presence in upscale galleries, the most local of which being the Art Gallery of Ontario. Many of his other pieces can be found on a regular basis at the Arts galleries where they receive praise worthy of Picasso; but Rex doesn’t sell his work. Rather, he collaborates his efforts thematically after a period of time and, once he deems the collection complete, donates them as a whole to the organization of his choice.