



High 5 Tickets to the Arts merges with ArtsConnection Merger means more Arts for more students

For Release only: August 3, 2009

Linda LeRoy Janklow, Chairman of ArtsConnection (www.artsconnection.org), announced today that High 5 Tickets to the Arts (www.high5tix.org), will merge with ArtsConnection.

Due to the economic decline and a subsequent loss of funding, High 5 was in danger of going out of business. This merger will save their programming and create a larger and stronger entity that will serve over 50,000 young people over the next year.

At a time when many not-for-profit arts organizations are facing economic hard times and shrinking services, this merger provides some rare, welcome news.

Mrs. Janklow said:

“High 5 is a wonderful program that has successfully reached out to middle and high school students for the past thirteen years and engaged them in the cultural life of our city. They have provided \$5 tickets for these young people to visit theatre, dance, music and visual arts venues and free programs that broaden and deepen their experience. Reaching and motivating teenagers is challenging, and High 5 has more than met this challenge. Over 16,000 teenagers participate in their programs annually and we are proud that this merger will enable that participation to continue. We also anticipate that under the ArtsConnection umbrella we can expand that participation, connect the High 5 programs to our existing programs in the schools and provide new opportunities to the young people and families already in the vast ArtsConnection network. By combining forces, not only will more young people benefit from these programs, but they can be delivered in a more cost effective way.”

The two organizations have entered a six month Strategic Alliance to culminate in a formal merger on January 1, 2010. The High 5 staff and programming are now working out of the ArtsConnection offices at 520 Eighth Avenue in Manhattan. High 5 will retain its name until the merger, at which time it will be called ArtsConnection’s High 5 Program.

Over 300 theatres, dance companies, museums and galleries depend on High 5 to help them build young audiences and, with the help of TicketMaster, distribute tickets to their

events. In challenging economic times, they will all benefit from the continuation of the High 5 program.

ArtsConnection and High 5 are a natural partnership, as the majority of ArtsConnection's work occurs with elementary school students while High 5 serves middle and high school students. This merger will give ArtsConnection students the chance to expand their cultural development by engaging in the High 5 program once they reach middle and high school. The combined program will:

- Reach 50,000 young people every year.
- Engage students in a programming continuum that begins in elementary school and continues through to high school graduation.
- Empower students to connect the arts education they receive in school to the broader culturescape of their city.
- Create and support a community of teens from all across New York City who wish to independently experience, engage and critique the performing and visual arts.
- Provide expanded opportunities for social service providers, teachers and parents to engage their children, program participants and students in the cultural life of New York City.
- Enhance ArtsConnection's instructional program through cultural fieldtrips.
- Provide a "one-stop" program destination for arts educators for both in-and-out of school learning.

ArtsConnection, founded in 1979, is New York City's most comprehensive arts in education organization which has served over 3 million young people over the last 30 years. ArtsConnection believes that the arts are essential to education, and intrinsic to the social, cognitive and personal development of every child. To realize this vision, ArtsConnection's faculty of 173 teaching artists work with classroom teachers at all grade levels (pre-K — 12) in creative collaborations that yield powerful arts learning experiences for children, teachers and families. ArtsConnection continually refines its strategies to meet changing educational needs, bringing depth and diversity to artist residencies, performances, family and after-school programs in music, dance, theater and the visual arts. To maximize the success of its programs and build capacity for the arts in education, ArtsConnection also provides extensive professional development for teaching artists, classroom teachers and arts specialists; as well as conducts research and evaluation to assess programs and share best practices with the field. These efforts have made ArtsConnection a full-service educational partner with the New York City Department of Education, providing more than 14,000 instructional hours in over 100 partner schools, reaching 30,000 participants annually.

High 5 Tickets to the Arts is dedicated to providing access to the performing and visual arts for teens. Collaborating with over 300 arts organizations from across the five boroughs, High 5 works to develop the next generation of arts-goers by offering \$5 tickets to the arts and in-depth educational programs that sharpen and broaden a young person's experience of not just the arts, by New York City as well. Based on the idea of a

high school student who enjoyed low-cost student tickets while studying in Europe, High 5 began in 1993 as a volunteer effort and in 1995 transitioned into an independent non-profit. Since that time, High 5 has distributed over 135,000 tickets and empowered thousands of young people to make the arts a vital part of their lives. Though open to teenagers from every segment of the population, High 5 makes a special effort—through outreach to our network of over 200 social service partners—to reach communities where teenagers are economically disadvantaged, at-risk and severely underrepresented in today's arts audiences.

For more information please contact:

Linda LeRoy Janklow, Chairman, ArtsConnection
ljanklow@earthlink.com

or

Steven Tennen, Executive Director, ArtsConnection
212-302-7433 x 468
TennenS@artsconnection.org

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