



OFFICE OF
MAYOR KEVIN JOHNSON

CITY OF SACRAMENTO
CALIFORNIA

915 I STREET, 5TH FLOOR
SACRAMENTO, CA 95814

For Immediate Release
Wednesday, July 22, 2009

Contact: Joaquin McPeck
Phone: 916-808-5440

Mayor Johnson Lays Out Vision For Arts Initiative
Second Meeting of Johnson's Arts Initiative Defines Committees and Objectives for 2009-10

SACRAMENTO, CA – Today Mayor Kevin Johnson continued his commitment to the arts by laying out the scope and vision for his “For Art’s Sake” Initiative for 2009-10.

Over 150 invitees from the arts community gathered at Verge Gallery and Studio Project to listen to Mayor Johnson continue to discuss ways to promote and enhance the arts in Sacramento.

During the meeting, Johnson defined committees in five key areas: funding, facilities, marketing, arts education and film.

He also announced that each committee member will be comprised of representatives from the visual, performing and literary arts communities in Sacramento.

“I believe art plays a critical role in the life of our community because it enables us to see the world in new ways,” Johnson said.

“The performing arts, visual arts and literary arts -- we need all three to reach the potential of what Sacramento can be and my commitment is to promote the arts in a real way.”

Mayor Johnson launched his arts initiative called "For Art's Sake" on June 12 to bring the arts community together, find ways the City of Sacramento can support the arts, and develop a strategy that will enable the arts community to withstand these challenging economic times.

Future arts meetings will be held the 4th Wednesday of each month, from 10 a.m. - 11 a.m. at various locations throughout the Sacramento area.

#

Mayor Kevin Johnson
District 1: Raymond L. Tretheway III
District 2: Sandy Sheedy
District 3: Steve Cohn
District 4: Robert King Fong
District 5: Lauren Hammond
District 6: Kevin McCarty
District 7: Robbie Waters
District 8: Bonnie Pannell