



OFFICE OF
MAYOR KEVIN JOHNSON

CITY OF SACRAMENTO
CALIFORNIA

915 I STREET, 5TH FLOOR
SACRAMENTO, CA 95814

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Contact: Joaquin McPeck
Phone: 916-808-5440

Mayor Kevin Johnson Announces Arts Initiative Sponsors
Four Organizations Combine to Give a Total of \$100,000 to Mayor's "For Art's Sake"

SACRAMENTO, CA – Today Mayor Kevin Johnson continued to demonstrate his commitment to the arts by announcing the major sponsors of his “For Art’s Sake” Initiative for 2009-10.

Over 175 members of the arts community gathered at Capitol Public Radio for the third “For Art’s Sake” meeting where Mayor Johnson announced that AT&T, Sacramento Regional Community Foundation, Wells Fargo, and Western Health Advantage had each committed \$25,000 to the initiative.

“I am greatly appreciative that these organizations stepped up to support this initiative,” Mayor Johnson said.

“I feel that “For Art’s Sake” is really starting to gain momentum and these sponsors play a critical role in making that happen.”

Each month the “For Art’s Sake” Initiative has also been dedicated to featuring a keynote speaker to discuss issues and topics affecting the arts community.

Today’s speaker was Darrell Ayers from the John F. Kennedy Center for the Performing Arts who discussed the “Any Given Child” initiative.

“Any Given Child” was created by the Center to bring access, balance, and equity to each child's arts education, using an affordable model that combines the resources of the school district, local arts groups, and the Kennedy Center. The program is designed for students in grades K-8.

Mayor Johnson launched his arts initiative 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.

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