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### **ArtsWave, Cincinnati Business Courier to Partner on Arts Coverage**

CINCINNATI (February 23, 2018) — To raise awareness and understanding of the impact of the arts among influencers, business leaders and civic champions, today the Cincinnati Business Courier debuts “Arts Front,” a weekly arts section in its newspaper. This will be followed, in two weeks, by a new online Arts Front Content Hub on the Courier’s website. This dramatic expansion of local arts coverage is being done in partnership with ArtsWave, the region’s planner, promoter and fundraiser for the arts.

“The Courier wants to recognize the huge impact that the arts make here – both culturally and economically,” said Rob Daumeyer, editor of the Cincinnati Business Courier. “We want to tell stories not only about the major institutions, which bring world-class performances and exhibitions, but also about how the arts on every scale helps build a better city. The arts can attract talent to our region, revitalize our neighborhoods and fuel our sense of connectivity ... and we want to chronicle that.”

The arts in Cincinnati are experiencing notable momentum, garnering unprecedented positive national media attention for the region over the last year. The opening of new and restored cultural facilities projects approaching \$200 million in investment, including the restoration of historic Cincinnati Music Hall, have brought fresh excitement to an already innovative arts landscape. In January, the New York Times placed Cincinnati in the top 10 among “52 Places in the World to Visit in 2018.” Last week, Expedia declared this to be one of the country’s most artistic cities.

Courier writers will explore this impact and share arts and culture impact stories, profiles and news each week in print. Online, the Arts Content Hub will archive the paper’s content and feature supplemental content provided by ArtsWave as the sector leader.

In addition to the investment being made by the Courier to expand arts coverage, funding for the collaboration is coming from the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation and other designated gifts to ArtsWave.

“It’s vitally important that people in Cincinnati, and our business leaders, keep the arts top-of-mind as an economic engine and key to our quality of life,” said Tim Maloney, president of the Haile Foundation. “Pairing ArtsWave’s expertise with the Courier’s editorial perspective and its audience is an effective way to advance this objective.”

ArtsWave notes that consistent media coverage on the ways that the arts benefit the community is central to raising support for the arts each year. While ArtsWave launches this project with the Courier, it is also actively raising funds during its most critical period, the 2018 Community Campaign. Monies raised from the Campaign will fund 100+ arts and community organizations throughout the region. “Our goal with Arts Front is to attract new and increased attention and then support for the arts assets that differentiate our region, attract and retain talent, and are preparing tomorrow’s workforce,” explained Alecia Kintner, ArtsWave’s president and chief executive officer.

In addition to Arts Front, during this year’s Campaign ArtsWave has kicked off a new event series, ArtsWave Days, running throughout the 12 weeks of the Campaign; a new loyalty program, ArtsWave Rewards; ArtsWave CincySings, the nationally-acclaimed workplace singing event focused on employee engagement; ArtsWave Presents, a series of community engagement events throughout the region; and ArtsWave Toast to the Arts, a variety of wine, beer, and cocktail promotions held at 35+ local establishments as well as a MAKE WAVES! beer in collaboration with Braxton Brewing Company. In addition, ArtsWave has created a variety of online resources, such as its ArtsWave Guide, a regional calendar of arts events and an online job board. The 2018 Community Campaign, chaired by President of Duke Energy, Ohio & Kentucky Jim Henning, relies on donations made by approximately 40,000 residents throughout the region and runs through April 26. Support for the campaign that fuels the vibrancy of the region’s overall health can be made at [ArtsWave.org/Give](https://ArtsWave.org/Give).

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#### **About ArtsWave:**

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati’s arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2017, ArtsWave broke its own fundraising record by mobilizing tens of thousands of contributions from corporations, foundations and individuals and raising \$12,500,000 to support the arts plus \$1 million for arts marketing, grants and services in partnership with the Cincinnati USA Regional Tourism Network.