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ArtsWave Pride Group Kicks Off and Rapidly Grows

CINCINNATI (March 29, 2018) – As part of its 2018 Community Campaign, ArtsWave, the planner, promoter and fundraiser of the region’s arts, has introduced a new communications and networking group, [ArtsWave Pride](#). Members of ArtsWave Pride unite around a common interest in the arts, making new connections, exploring new ideas and deepening their roots in the region. ArtsWave donors at any level can sign up to be a member of this group.

As ArtsWave ends the eighth of its 12-week campaign to raise money to fund the region’s arts, ArtsWave Pride has been quickly embraced with a total now of 1,150 members. ArtsWave President and CEO Alecia Kintner notes, “We’ve never seen growth like this. There’s a lot of excitement around the new group!” Founding member of the ArtsWave Pride Steering Committee Kathy Nardiello adds: “We’re thrilled that the ArtsWave Pride initiative has launched. It’s going to provide a solid platform for our LGBTQIA community and our allies to support the fabulous arts organizations we have in our community.”

The group joins other communications and leadership groups, a part of ArtsWave Connects – Young Professionals, Circle of African American Leaders for the Arts and Women’s Leadership Roundtable. Each ArtsWave Connects group offers the opportunity for communications, special events and networking opportunities that donors can receive.

ArtsWave Pride has several levels of benefits. All ArtsWave Pride members receive communications on exciting arts happenings around the region.

ArtsWave Pride donors who give \$75 or more can receive the popular ArtsWave Pass, providing buy one, get one free opportunities and deep discounts on a variety of 100+ arts experiences, such as Broadway in Cincinnati, Cincinnati Playhouse in the Park, the Cincinnati Symphony and Pops Orchestra, Cincinnati Zoo, FC Cincinnati, Cincinnati Reds and a variety of restaurants and shops. In addition, thanks to sponsor PNC Bank, Pride members receive complimentary invitations, to the following parties that are coupled with shows and performances that have been discounted as well for the new group:

Playhouse in the Park’s “Murder for Two” + Pride Happy Hour

Friday, June 1, 2018 at Cincinnati Playhouse in the Park

Happy Hour free to ArtsWave Pride members. “Murder for Two” tickets sold separately at

15% discount.

Cincinnati Opera's "La Traviata" + Pride Night Celebration

Friday, June 22, 2018 at Music Hall

Pride Night Celebration free to ArtsWave Pride members. "La Traviata" tickets sold separately at 15% discount.

Cincinnati Pops' "Haunted Hall" Concert + Spectrum Spooktacular Party

Friday, October 12, 2018 at Music Hall, Performance 8 p.m., Party 10 p.m.

Post-concert celebration free to ArtsWave Pride members. "Haunted Hall" tickets sold separately at 25% discount.

Contemporary Arts Center's "Notions of Desire" + T-Dance

Sunday, November 11, 2018 at Contemporary Arts Center, Lecture & Tour 2 p.m., T-Dance 4 p.m.

Lecture, tour of the Akram Zaatori exhibit, and T-Dance free to ArtsWave Pride Members.

ArtsWave Pride Ambassadors are members who give an extra \$150 beyond their ArtsWave Community Campaign donation to help fund a new grantmaking pool, supported financially by P&G and driven by the ArtsWave Pride Steering Committee, to bring to life arts activities of interest to LGBTQIA+ individuals and allies. These individuals will be recognized at each of the four parties mentioned above.

ArtsWave Pride members who give at the leadership level of \$1,500 will receive leadership benefits of ArtsWave, including recognition in the 2018 Annual Report; invitations to ArtsWave Hour event series with arts and community leaders held at unique venues throughout the region; and additional arts experiences and opportunities to network with fellow members.

The founding members of the ArtsWave Pride Steering Committee includes community members Jennifer Damiano, Kathy Nardiello and Brett Stover.

As the nonprofit planner, promoter and fundraiser for 100+ regional arts organization, ArtsWave is advancing a more vibrant economy and connected community through the arts. ArtsWave has an array of other events it offers, including its new ArtsWave Days event series; ArtsWave CincySings, the nationally-acclaimed workplace singing event; ArtsWave Toast to the Arts, a variety of wine, beer, and cocktail promotions held at 35+ local establishments; ArtsWave Arts x Tech, its groundbreaking collaboration between the arts, startup and innovation communities; and ArtsWave Presents, a series of community engagement events throughout the region. 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 a new loyalty program, and ArtsWave Rewards, a new engagement and loyalty program with the arts. The 2018 Community Campaign, which is dependent on donations made by approximately 40,000 residents throughout the region, runs through April 26 and has a goal of \$12.25 million dollars.

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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.