



Contact: Kathy DeBrosse
Vice President, Marketing and Engagement
513.632.0119; kathy.debrosse@artswave.org

ArtsWave debuts new brand identity with a focus on the **wave of impact the region's arts make**

CINCINNATI (August 27, 2019) – During a BLINK press conference held yesterday, event illuminator and funder ArtsWave unveiled a new brand identity that underscores the impact the region's arts make.

Tens of thousands of individuals and companies give to ArtsWave each year, supporting 100+ arts projects and organizations through impact-based grants.

This new mark illustrates that the arts — music, dance, theater, museums, festivals and more — produce a wave of impact that connects us and contributes directly to our region's success. They attract national acclaim and drive tourism. They are a magnet for creative economy workers, which are establishing start-ups and driving growth in our corporations. They jumpstart and enliven neighborhoods and contribute to the beautification and safety of our streets. They foster creativity and learning, preparing the next generation of Cincinnatians for the jobs of tomorrow. They bridge cultural divides as they teach us empathy and tolerance.

This **wave of arts impact** funded through the community via ArtsWave includes:

- ✓ 410,072 arts experiences for students at three in every five schools across 15 counties, including 100% of Cincinnati Public Schools, in the most recent school year.
- ✓ Engagement of Young Professionals 597,368 times over the last year, creating an environment to attract and retain talent.
- ✓ Over 1 million individuals benefiting from free and low-cost arts experiences, throughout the region's neighborhoods.
- ✓ Arts marketing in partnership with the Cincinnati USA Regional Tourism Network that resulted in \$292 million in incremental revenues for Greater Cincinnati over a three-year period.
- ✓ Over 200 million in national media impressions with headlines and stories that have strengthened the overall reputation and image of the region as a place to visit, live and work.

The updated brand identity was developed by ArtsWave supporter and Cincinnati-based global brand and innovation consultancy LPK.

ArtsWave President & CEO Alecia Kintner notes “the new mark emphasizes the wave of arts impact that is produced when we all come together to fund the arts. This wave of impact fuels our community.” ArtsWave Board Chair Teresa Tanner adds, “an investment in the arts through ArtsWave, is an investment in the community, both now and for years to come.”

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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. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2019, ArtsWave raised \$12,355,136 for the region’s arts, marking its sixth year in a row surpassing the milestone of \$12 million. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors.