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ArtsWave Launches its First Telethon During its Fundraising Campaign

CINCINNATI (March 8, 2019) — ArtsWave, the region’s nonprofit planner, promoter and funder of the arts, will participate in its first telethon to raise money for 100+ Greater Cincinnati arts organizations during its 2019 Community Campaign happening now through the end of April.

The ArtsWave Telethon, presented by Cincinnati Bell, will air Tuesday, March 12 from 8-10 p.m. on Local 12 WKRC-TV, during two of CBS’ highest-rated shows, “NCIS” and “FBI.”

Representatives from ArtsWave, arts organizations and partner companies will go on air during prime-time commercial breaks to talk about the impact the arts are making in 50+ neighborhoods and 500+ schools throughout the region. It’s an opportunity not just to raise money, but to learn more about what makes the arts vital to the success of Greater Cincinnati. Volunteers will be standing by to answer calls and accept donations.

The 2019 ArtsWave Community Campaign, which runs for 12 weeks from February through April, has an ambitious stretch goal of \$12.4 million. The telethon is the latest in a series of new initiatives introduced by the Campaign Chair and Cincinnati Bell President & CEO Leigh Fox.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser for 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 2018, ArtsWave raised more than \$12 million for the region’s arts, marking its fifth year in a row of this funding magnitude. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors. In addition, the organization partners with the Cincinnati USA Regional Tourism Network to fund an additional \$1 million for arts marketing, grants and services.



About Cincinnati Bell Inc.

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