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P&G and ArtsWave launch CMF Outdoor Museum beginning Saturday

CINCINNATI (July 23, 2020) — P&G, the presenting sponsor of the Cincinnati Music Festival, and ArtsWave, the engine for the arts, have joined together to create the CMF Outdoor Museum as a new, additional feature to this year's Virtual Cincinnati Music Festival (CMF).

The CMF Outdoor Museum is an outdoor public art exhibition that will feature works from 15 artists of color, all focused on the theme of: community, unity, music and celebration. The exhibition will be located throughout Washington Park and will run for more than a month, from July 25-September 7, 2020.

Artists were chosen by three artist project leads: [Gee Horton](#), self-trained hyperrealism visual artist and key player in artist recruitment for the Black Lives Matter mural recently completed, [David Michael Butler](#), SoRealist artist and Assistant Professor/Illustration Chair, Art Academy of Cincinnati, and [Pam Kravetz](#), artist and educator. Individuals selected for the CMF Outdoor Museum add to the diverse pool of talent featured in the Black Lives Matter mural with the goal of increasing opportunities for local artists of color to exhibit their art throughout the community.

"Much of CMF is steeped in celebrating diversity and this year, with a special focus on celebration, community and local impact, we wanted to shine a light on local artists of color," said Barbara Hauser, P&G Community Relations Manager. "As we celebrate this weekend, our hope is that we continue to stay focused in our fight for racial equality but also highlight the need for joy and positivity during these challenging times."

"P&G and our brands have stepped up our efforts to advance equality for all and especially for Black Americans with our [Take on Race Fund](#), and we look forward to doing more in the weeks, months and years ahead. At P&G, we know that an equal world is a better world, for everyone, and we have the opportunity and the responsibility to use our voice for good. We have a deep respect for humanity and actively work to leverage the full power of our employees, brands, business partners,

and communities so that our people, businesses, and communities thrive and prosper," added Hauser.

ArtsWave President & CEO Alecia Kintner added that "This art exhibition is another way that the arts connect us and an opportunity to help artists, who have been challenged by the ongoing pandemic and social justice issues of today." Artist lead Horton noted, "I think this is a great example of the role visual artists can play in carrying on the Cincinnati Music Festival's legacy during the unprecedented hiatus." Artist lead Butler added, "So most of us Black creatives love it when we get the chance to celebrate ourselves living our lives, enjoying our communities, connecting with one another, building with one another. Celebrating Black joy and showing the world that we are here, now!"

The community is invited to stop by Saturday, July 25, from 9 a.m. to 9 p.m. while artists paint 4x4 structures that will be set up in Washington Park through a partnership with 3CDC. At 4 p.m., the media is invited for artists interviews and photos. Social Distancing and masks will be required to visit the park.

The CMF Outdoor Museum is planned for the last of the three-day [#FeelsLikeCMF Virtual Weekend Experience](#) presented by P&G, which runs July 23-25 featuring local performances that can be seen at cincymusicfestival.com.

For more information on the CMF Outdoor Museum, go to atswave.org/outdoormuseum.

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About the Cincinnati Music Festival:

The Cincinnati Music Festival began in 1962 and is one of the largest music festivals in the United States attracting over 90,000+ people from around the country with its roster of leading R&B, jazz, soul and hip-hop artists creating an economic impact of \$107 million for Cincinnati. CMF is held at Paul Brown Stadium in partnership with the Cincinnati Bengals. 2020 marks the sixth consecutive year in which P&G has supported the Cincinnati Music Festival as a presenting sponsor.

About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine 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 wave 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 over \$12 million, marking its sixth year in a row surpassing this milestone. The 2020 ArtsWave Community Campaign has raised more than \$10 million so far and is still actively seeking donations.

ArtsWave is focused on helping the Cincinnati Region's arts sector weather the coronavirus crisis. The region's arts sector has an economic impact of more than \$300 million annually and includes more than 225 organizations throughout Cincinnati, Northern Kentucky and Southeastern Indiana that employ 10,000+ individuals as artists, performers and staff. The sector was hit at the onset of the coronavirus crisis, when venue and performance closures were announced in early March. ArtsWave has accelerated \$2.4 million in grant payments for 44 organizations which receive operating revenues, expanded its \$10,000 Working Capital Bridge Loans for eligible arts organizations, and has provided Emergency Arts & Culture Organization grants to 47 organizations. The public can help fund these and additional, evolving efforts at artswave.org/give.