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## **ArtsWave announces #ILoveTheArts – Valentine’s Day Weekend Lighting Event to Kick off 2021 campaign**

CINCINNATI (February 8, 2020) — To mark the beginning of the 2021 ArtsWave Campaign and in celebration of Valentine’s Day weekend, nearly 50 buildings representing arts organizations, businesses and community partners, will light up in “ArtsWave red” on Friday and Saturday, February 12-13, from 6 to 9 p.m.

This event is made possible by the community coming together – a perfect metaphor for the ArtsWave Campaign – the first and largest community campaign for the arts in the nation. The annual ArtsWave Campaign is the largest local source of funding for many arts organizations across the 15 counties that make up the Cincinnati Region. The money raised provides support for 100+ projects and arts organizations every year.

The lighting event offers both a unique and safe way for people to celebrate Valentine’s Day weekend during the pandemic, by driving, biking, streetcar, bus or on-foot. An interactive map of the buildings is available at [ArtsWave.org/ILoveTheArts](https://ArtsWave.org/ILoveTheArts)

The nonprofit engine for the arts is offering anyone who donates on Valentine’s Day weekend an #ILoveTheArts face mask as a thank you gift, in addition to an array of ongoing donor benefits that are cumulative, based on donation amounts.

A photo contest will take place during the weekend for the best photo during the two evenings of lights, posted on its four social media platforms, [Facebook](#), [Instagram](#), [Twitter](#) and [LinkedIn](#), with the winning photo being selected by a panel of community photo experts. The winner will have the opportunity to win an iPhone.

As part of the #ILoveTheArts weekend, Cincinnati Shakespeare Company has created two performances, Friday and Saturday evening at 7 p.m., of William Shakespeare’s romantic tragedy, Romeo and Juliet, for the community to stream online. WVXU will air a third performance at 7 p.m. on Sunday.

The Fitton Center for Creative Arts, working with TV Hamilton and Queen City Cabaret, will also participate in #ILoveTheArts, presenting an evening of music and storytelling

about Hollywood star and Cincinnati native, Doris Day, through Tea for Two which will air at 7:30 p.m. Sunday evening.

The fundraising goal for the 2021 ArtsWave Campaign will be announced Friday, February 12 as the weekend kicks off, and with it, ArtsWave will roll out key events and activities for the Campaign, along with its new set of donor benefits. The 2021 ArtsWave Campaign will be chaired by Terry Horan, President & CEO of HORAN. Horan notes "the re-start of the arts will require all of us to be as generous as we can. It's never been more important for our community to have the benefit of full-capacity arts organizations across our region to ignite our economy and bring us together."

Besides the 50 organizations that have worked on illuminating their buildings, lighting companies have come together to make this happen, out of their love for our city and the arts. This includes Vincent Lighting Systems, which has led the project to light up the arts, as well as assistance from Prestige AV & Creative Services and Mac Productions, Inc. Game Day Communications, ArtsWave's PR and event management partner, has also helped make this event possible.

ArtsWave President & CEO Alecia Kintner appreciates the collaboration and generosity of partners "that come together during this challenging time to light up the community, showing the importance of the ArtsWave Campaign and a strongly supported arts community. The annual ArtsWave Campaign is the way we fund our arts in Cincinnati. It takes each and every one of us, giving what we can, to create the vibrant arts scene which has long been an essential part of the community we all love."

All details on the #ILoveTheArts light displays, interactive map, performances, social media and photo contest and mask giveaways can be found at [ArtsWave.org/ILoveTheArts](https://ArtsWave.org/ILoveTheArts).

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### **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 2020, ArtsWave amassed \$13+ million for the arts, through a combination of its 2020 Campaign and a separate Arts Vibrancy

Recovery Fund, designed to ensure the solvency and a vibrant return of the region's arts assets in the wake of the unprecedented health and economic crisis.

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 43 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. It's also administered \$3,700,000 in relief funds at the federal, county and city level to arts organizations and artists. The public can help fund these and additional, evolving efforts at [artswave.org/give](https://artswave.org/give).