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Guided smartphone tours of BLINK® announced with proceeds to benefit the arts

Cincinnati, OH (September 27, 2022) — ArtsWave, the nonprofit engine for the Cincinnati region's arts and Illuminator of BLINK®, the nation's largest light-based arts event in the nation, is offering a unique behind-the-scenes guided walking tour during BLINK, happening October 13 – 16, 2022.

With the help of a smartphone (Apple or Android), the guided walking tour features 10 stops on a 1.5-mile loop that individuals can do at their own pace anytime during the festival. Each stop offers an immersive experience, curated by the artist, including video introductions, along with an array of different materials per art piece, including tours of the artists' studios, in-progress sketches and photos, artwork installation videos and biographies.

Signup for Guided BLINK Tours can be found at artswave.org/tours as well as on ArtsWave Guide and BLINK websites. The tour can be obtained through a can be obtained through a \$10 donation and accessed at any point during BLINK. Tour donors will receive an email immediately after their purchase containing a confirmation and instructions.

All proceeds from the tours will fund thousands of local arts like BLINK, festivals, performances and more.

Donors to the 2022 ArtsWave Campaign who qualified for the Team Cincinnati benefit do not need to purchase a tour, as they will receive information on how to access the tour, compliments of ArtsWave.

BLINK Executive Director Justin Brookhart is excited that ArtsWave has created this unique way to enjoy the festival, mentioning "This is another way that people can experience the event with special work-in-progress footage and artist interviews that they won't find elsewhere." ArtsWave President & CEO Alecia Kintner adds, "We welcome the opportunity to transform your phone into a behind-the-scenes look at BLINK's artwork and its artists. We hope you have fun and thank you in advance for helping to support BLINK and a myriad of other arts experiences."

For more information and to sign up for the tours, go to artswave.org/tours.

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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 150 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. These grants create thousands of concerts, shows, exhibitions, arts for school children, public art, festivals and events like BLINK®. ArtsWave met its 2022 Campaign goal, raising \$11.5 million for the arts, an amount necessary, given the difficult health and economic crisis that has spanned more than two years. Donations can be made at artswave.org/give.