

Enriching Lives



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FOR IMMEDIATE RELEASE

**150,000 Los Angeles Public Schoolchildren and Families To Receive
The Museum Calendar – 2004 Los Angeles Edition
Sponsored by MetLife Foundation**

2004 Initiative Will Reach Approximately 1.5 Million Children in 11 U.S. Cities

February 11, 2004, Los Angeles, CA — As part of a major grant made by the MetLife Foundation, New York, to the Business Committee for the Arts, Inc., 150,000 Los Angeles students and families, including 138,134 fifth graders attending public school in the 82 Los Angeles County school districts, will receive free of charge *The Museum Calendar – 2004 Los Angeles Edition*. The calendar is designed to encourage children and their families to become involved with the arts in their community.

The Museum Calendar – 2004 Los Angeles Edition is specifically being targeted to the fifth grade because the Visual and Performing Arts Standards for CA Public Schools (VAPA) specifies that fifth grade students should be able to describe the role, purpose, and value of museums. The implementation of the VAPA Standards in grades K-12 is the mission of *Arts for All*, the County's ten-year strategic plan to restore arts education in County schools. The Los Angeles County Office of Education is distributing the Museum Calendars.

The Museum Calendar – 2004 Los Angeles Edition is a collaborative project of the national Business Committee for the Arts, Inc., Long Island City, NY, The Art Knowledge Corporation, New York, NY, Los Angeles County Supervisor Zev Yaroslavsky, and the Los Angeles County Arts Commission. Additional funding was provided by Agnes Gund and Daniel Shapiro, City of Glendale Arts and Culture Commission, City of Los Angeles Cultural Affairs Department, City of

Pasadena Cultural Affairs Division, City of Santa Monica Cultural Affairs Division, The Herb Alpert Foundation, The Jewish Community Foundation, the Brotman Foundation of California, and Creative Artists Agency Foundation.

The calendars are designed to educate children and their families about the rich cultural offerings in their communities, to provide teachers with an arts-education resource, and to help arts organizations build attendance now and in the future. Each calendar contains detailed specific information about museums and for the performing arts in Los Angeles County, as well as monthly color-illustrated articles about the arts, tickets for discounted or free admission and other special offers, plus educational resources that help increase interest in the arts.

In addition to the Los Angeles edition, the MetLife Foundation grant supports city-specific 2004 calendars in Boston, Charlotte, Chicago, Metropolitan Denver, Houston, Miami, New York, St. Louis, Tampa Bay, and Metropolitan Washington, D.C. The calendars are expected to reach 1.5 million public elementary schoolchildren nationally.

“Museums and other cultural venues are wonderful places to introduce children to diverse cultures and enhance their learning,” said Sibyl Jacobson, President and CEO of MetLife Foundation. “We’re happy to continue supporting this national effort. The calendars are not only good resources for teachers and parents, they are also a great learning tool for kids, an invitation for them to explore the world and their own possibilities.”

“The museum calendars are a fantastic resource for cultural activities throughout Los Angeles County,” said Chairman of the LA County Board of Supervisors Don Knabe. “Every year people look forward to the publication of this calendar and use it to spend time with family and friends experiencing all the County’s rich cultural centers have to offer.”

MetLife Foundation was established in 1976 by MetLife to carry on the company’s longstanding tradition of corporate contributions and community involvement. Since its inception, the Foundation has contributed \$220 million to support health, educational, civic and cultural organizations and programs throughout the country. Recognizing the vital role the arts play in building healthy communities, the Foundation contributes to arts and cultural organizations across the United States, with an emphasis on increasing opportunities for young people, reaching broader audiences through inclusive programming, and making arts more

accessible for all people. Since 1990, it has contributed more than \$30 million to support arts education. In 2000, it launched the *Museum Connections* initiative, a \$3 million competitive program that encourages museums to identify needs and reach broader communities. For more information about MetLife Foundation, go to www.metlife.org.

The **Business Committee for the Arts, Inc. (BCA)**, founded in 1967 by David Rockefeller, is a national not-for-profit organization that brings business and the arts together. It provides businesses of all sizes with the services and resources necessary to develop and advance partnerships with the arts that benefit business, the arts and the community.

For additional information about this project, visit www.bcainc.org go to Programs +Services and click Museum/Cultural Calendars.

The **Los Angeles County Arts Commission**, Laura Zucker, Executive Director, provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities, and provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*. The Arts Commission, in addition to its grants program that funds more than 250 nonprofit arts organizations annually, funds the largest arts internship program in the country in conjunction with the Getty Trust and programs the John Anson Ford Theatres. The Commission also produces free community programs, including the L.A. Holiday Celebration broadcast nationally and a year-round music program that funds more than 60 free concerts each year in public sites. The 2003-2004 President of the Arts Commission is Laurel Karabian.

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