



**Business Committee for the Arts, Inc.**  
*Bringing business and the arts together.*

Enriching Lives



**FOR IMMEDIATE RELEASE :**  
Monday, January 24, 2005

Contact: Ann Bradley, Communications Consultant  
Los Angeles County Arts Commission, 323 660-1376 [ann.bradley@sbcglobal.net](mailto:ann.bradley@sbcglobal.net)

Joyce Roughley, Director of National Programs  
Business Committee for the Arts, Inc., 718 482-9900 x15 [jroughley@bcainc.org](mailto:jroughley@bcainc.org)

**150,000 Los Angeles public schoolchildren receive *The Museum Calendar*  
to enhance their participation in the arts**  
*2005 12-City Arts Education Initiative Sponsored by MetLife Foundation Will Reach  
1.5 Million Children*

**Los Angeles, CA** — For the third consecutive year, 150,000 Los Angeles County public school fourth and fifth graders will receive ***The Museum Calendar – Los Angeles Edition*** free-of-charge to enhance their arts education experiences and encourage them to become more aware of the arts in Los Angeles County. *The Museum Calendar – 2005 Los Angeles Edition* is a collaboration of **Business Committee for the Arts, Inc. (BCA)** and **The Arts Knowledge Corporation (AKC)**, New York, NY, in partnership with the **Los Angeles County Arts Commission** and the **City of Pasadena Cultural Affairs Division**. The Los Angeles edition is part of a 12-city initiative made possible by a major grant from MetLife Foundation.

*The Museum Calendar – 2005 Los Angeles Edition* helps teachers implement California's Visual and Performing Arts (VAPA) Standards that specify that fourth and fifth grade students should be able to analyze the role and development of the visual arts in past and present cultures world-wide and provides an effective tool to enhance arts education for all students. Museum arts education programs listed in the calendar are also on **[www.LAArtsEd.org](http://www.LAArtsEd.org)**, the County's new online searchable arts education database developed as part of ***Arts for All: Los Angeles County Regional Blueprint for Arts Education***, a 10-year plan to restore arts education to all 80 Los Angeles County school districts.

The calendar educates children and their families about Los Angeles County's rich cultural offerings and gives teachers an arts education resource. These calendars also help Los Angeles County arts organizations build current and future audiences.

Each calendar contains information about Los Angeles County museums, cultural and arts organizations, and monthly color-illustrated features keyed to cultural celebration such as February/Black History; May/Asian-Pacific American History; July/Americana; September/Hispanic Heritage, November/Native American History and Culture. Articles on the arts, discounted and free tickets, educational resources and more are all included to increase student interest in the arts.

Recent evaluations indicated that 82% of the students who received the calendar in 2004 were unfamiliar with many Los Angeles County art museums, and nearly 50% visited a museum for the first time after receiving the calendar. What's more, teachers kept the calendars and incorporated monthly calendar themes and suggestions into their curriculum.

"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."

**Laura Zucker, Executive Director of the Los Angeles County Arts Commission** said, "We are thrilled to offer these colorful calendars that support our mission to enrich the lives of children and families and link them to Los Angeles County's arts and cultural venues."

Additional support for *The Museum Calendar – 2005 Los Angeles Edition* has been provided by The Herb Alpert Foundation; the Arts for All Pooled Fund; and Agnes Gund and Daniel Shapiro. The city-specific calendars are also distributed to public school students in Atlanta, Boston, Charlotte, Chicago, Metro Denver, Houston, Miami, New York, St. Louis, Tampa Bay and Metropolitan Washington, D.C., and are expected to reach approximately 1.5 million children.

**MetLife Foundation** was established by MetLife to carry on the company's longstanding tradition of corporate contributions and community involvement. Recognizing the vital role the arts play in building healthy communities, the Foundation contributes to arts and cultural organizations, 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 encouraging museums to identify needs and reach broader communities. See [www.metlife.org](http://www.metlife.org)

The **Business Committee for the Arts, Inc. (BCA)**, founded in 1967 by David Rockefeller, ensures that the arts flourish in America by encouraging, inspiring and stimulating business to support the arts in the workplace, in education and in the community. *The Museum Calendar* and *The Cultural Calendar* are among several collaborative projects of the BCA and The Art Knowledge Corporation (AKC) maximizing resources to further interest and participation in the arts. See [www.bcainc.org](http://www.bcainc.org) (Programs and Services and click Museum/Cultural Calendars).

The **Los Angeles County Arts Commission** provides leadership in cultural services of all disciplines for the largest county in the United States, encompassing 88 municipalities. The Arts Commission provides leadership and staffing to support the regional blueprint for arts education, *Arts for All*; administers a 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 Grant Program, programs the John Anson Ford Theatres and supports the Los Angeles County Cultural Calendar on [www.experienceLA.com](http://www.experienceLA.com) and produces the local and national L.A. Holiday Celebrations and funds more than 60 free concerts each year in public sites.

Districts who have distributed *The Museum Calendar – 2005 Los Angeles Edition*

**Beach Cities**

Long Beach USD  
Manhattan Beach  
Palos Verdes  
Redondo Beach  
Torrance USD

**Mid Cities**

ABC USD  
Bellflower USD  
Downey USD  
Little Lake City SD  
Norwalk La Mirada

**South**

Compton USD  
Inglewood USD  
Lynwood USD

**Westside**

Beverly Hills USD  
Culver City USD  
Santa Monica

**North County**

Castaic Union SD  
Eastside Union SD  
Hughes Elizabeth  
Keppel Union SD  
Lancaster SD  
Saugus Union SD  
Sulphur Springs  
Wilsona SD

**San Fernando Valley**

Burbank USD  
Glendale USD

**San Gabriel Valley**

Alhambra USD  
Arcadia USD  
Azusa USD  
Baldwin Park USD  
Bassett USD  
Bonita USD  
Charter Oak USD  
Claremont USD  
Covina Valley USD  
Duarte USD  
East Whittier City SD  
El Monte UHSD  
Hacienda La Puente  
La Canada USD  
Los Nietos SD  
Lowell Joint SD  
Monrovia USD  
Mountain View SD  
Pasadena USD  
Rosemead SD  
Rowland USD  
San Marino USD  
South Pasadena  
South Whittier SD  
Temple City USD  
Walnut Valley USD  
West Covina USD