



April 13, 2010

Dear Member of Congress:

*AmericanStyle* magazine is proud to be a national co-sponsor of Arts Advocacy Day 2010. Launched in 1994 by The Rosen Group of Baltimore, Md., *AmericanStyle* serves a national readership of 125,000 enthusiasts, collectors, galleries, retailers and makers of handmade objects of art. Our mission at *AmericanStyle* is to inform readers about the significance and value of the fine crafts that are studio-produced and artisan-made in the United States.

We are asking Congress to support policies and legislation that protect and sustain the largely self-employed makers of handmade art objects and products; to fund the museums and institutions that make that art accessible to broad and diverse audiences; and to aid the independent small businesses that sell that art to consumers. The American craft industry's economic impact has been estimated conservatively at \$14 billion, but that number does not tell the whole story. American craft is vital to the regional identity, heritage and economic stability of communities. State and local economic development agencies are rebuilding Main Streets as arts districts and destinations, to attract new investment as well as cultural tourism. The arts are aiding cities and towns in their economic recovery efforts.

We urge you to support policies and legislation to:

- Fund the National Endowment for the Arts at the \$180 million level
- Promote the sale of American-made art and craft at our national parks and landmarks
- Make SBA-backed loans more accessible to art entrepreneurs and businesses
- Include job creation and training for artists in economic development and trade initiatives
- Fully fund art in education programs to plant the seeds of future arts entrepreneurs

Also, we invite you and your constituents to join us as we celebrate American Craft Week this coming October 1-10, 2010. Hundreds of events nationwide are being planned for those dates to highlight the enduring value, cultural importance and fine quality of art objects and products that are made in America.

Sincerely,

A handwritten signature in black ink that reads "Wendy Rosen".

Wendy Rosen, Publisher

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