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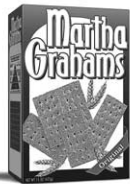
THERE'S NOT ENOUGH ART IN OUR SCHOOLS.

NO WONDER PEOPLE THINK

MARTHA GRAHAM

IS A SNACK CRACKER.

Hardly a fitting legacy for the woman who, despite getting a late start at the positively elderly age of 17, became



A misconception. Not to mention an overlooked marketing opportunity.

the mother of American interpretive dance.

With verve and nearly single-handedly, Martha Graham brought her dance style into the 20th century.

She did nothing less than create an entirely new genre of dance, while



Ms. Graham told stories using movement. Here, she tells us how sad it is that kids aren't getting enough art.

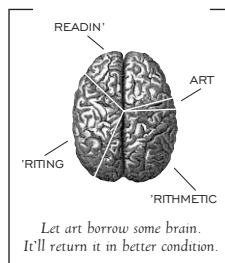
owe a huge debt to her sharp creative mind and fierce perfectionism.

And to think she could have made it her entire life without experiencing the arts. Just like so many kids today.

Each day, more and more of the arts are being completely drained from our children's schools. Yet studies show parents believe dance and music and art and drama make their kids better students and better people. So what

can you do to reverse this trend? Shattering the expectations of audiences and critics alike with her percussive, angular movement style. She was one of the first dancers to collaborate with contemporary composers instead of using the 18th- and 19th-century compositions her predecessors favored. Her dances have been called "motion pictures for the sophisticated"; her theories on movement and kinesthetics are still vital today; and there is scarcely a dancer alive who doesn't

Speak up now. Demand your child's fair share of the arts. To find out how to help, or for more information about the benefits of arts education, please visit us at AmericansForTheArts.org. Otherwise, even a legacy as rich as Martha Graham's can crumble to nothing.



ART. ASK FOR MORE.

©Barbara Morgan, from "Martha Graham: Sixteen Dances in Photographs" by Barbara Morgan.



For more information about the importance of arts education, please contact www.AmericansForTheArts.org.



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NOTE TO PUB: DO NOT PRINT INFO BELOW, FOR I.D. ONLY. NO ALTERING OF AD COUNCIL PSAS. Americans for the Arts - Newspaper 6 7/16 x 10 1/2 B&W AFAWV1-N-05217 -J "Martha Graham", localizable 85 line screen (ad contains non-repro blue copy indicating where localization info can be placed) Film at Schawk: 212-689-8585 Reference #: 127604