

THERE'S NOT ENOUGH ART IN OUR SCHOOLS.

NO WONDER PEOPLE SAY
 "GESUNDHEIT" WHEN YOU SAY
"TCHAIKOVSKY."

If one were to make a quick list of the world's favorite composers, despite his relatively recent vintage (he's only been dead for a century) Peter Ilyich Tchaikovsky would certainly make the list. After all, he composed *Swan Lake*, which is perhaps the most famous ballet of all time. And there certainly can't be more than a handful of ballet companies that don't stage a

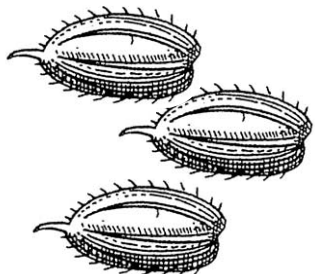


Fig 1 Pollen

Causes watery eyes. Much like Tchaikovsky's composition "Romeo and Juliet."

production of *The Nutcracker* every Christmas.

And why not? Indeed, this great Romantic composer should be so immortalized. As a young man, he quit a secure government job — at enormous risk and against his father's advice — in order to pursue a career in music. His mild temperament combined with his tendency to work too hard left him with terrible insomnia, debilitating headaches and hallucinations. On top of that, Tchaikovsky's composition teacher never liked his work, even after he became world-famous.

Setbacks such as these could have finished a lesser man. Instead, they informed his work,



Among the many setbacks Peter Ilyich Tchaikovsky endured: a disapproving family, a loveless marriage, a blind barber.

which remains some of the best loved in history.

Yet some children still confuse Tchaikovsky with a nasal spasm.

BLESS YOU, MR. T.

No sensible parent would ever say that arts education isn't important to their child's well-being. Quite the opposite, in fact; when asked, a majority of parents believe the arts are an integral part. They know painting and dance and music and

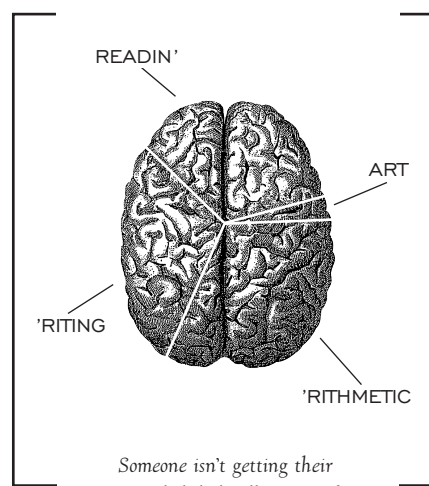
drama help foster analytical thinking, improve overall academic performance, promote a healthy sense of individuality and bolster self-confidence. Not to mention, of course, the obvious creative outlet they provide young minds.

Given all of this, what responsible parent would ever think it's a good idea that their kids spend more time waiting in line in the cafeteria each week than they do in arts classes?

IS THIS SWAN LAKE'S SWAN SONG?

If you think the declining standards in schools today are just the price of doing business, then do nothing. If, on the other hand, you feel this is unacceptable and disadvantageous to your child's

welfare, you need to speak up and demand his or her fair share of the arts. To find out how or for more information about all the benefits of arts education, please visit us on the web at AmericansForTheArts.org. Or else the life's work of Peter Ilyich Tchaikovsky may end up seeming like just another casualty of allergy season.



Someone isn't getting their recommended daily allowance of art.

ART. ASK FOR MORE.



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



(For Official Campaign Partner or Sponsor Use Only: Insert logo and/or organization name here.)