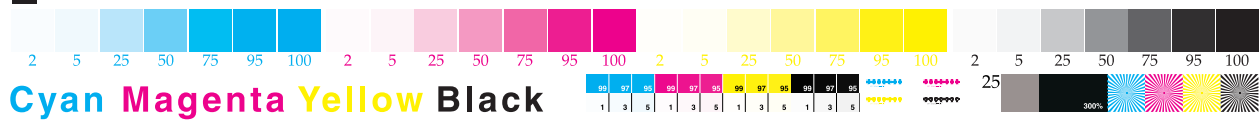


SCHAWK

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JOB NO. 127597 IMAGES CLIENTS REV 1 TIME 01:47 DATE 5/22/02 OP WV SCREEN 85 OUTPUT DOLEV



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 Peter Ilyich Tchaikovsky would be on it. After all, he did compose Swan Lake, which is perhaps the most famous ballet of all time. And there can't be more than just a handful of ballet companies that don't perform The Nutcracker every Christmas.

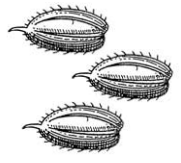


Fig 1 Pollen Causes watery eyes. Much like Tchaikovsky's composition "Romeo and Juliet."



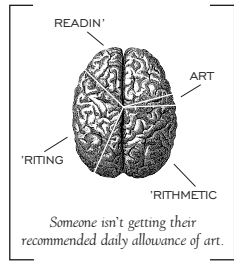
Peter Ilyich Tchaikovsky endured many setbacks, not the least of which was a blind barber.

even after he became world-famous. Setbacks like these could have finished a lesser man. Instead, they informed his work, which remains some of the best loved in history. Yet some kids will still confuse Tchaikovsky with a nasal spasm. Why? Because the arts are slowly but surely being eliminated from today's schools, even though a

majority of the parents believe music and drama and dance and art make their children better students and better people.

To help reverse this disturbing trend, or for more information

about all the many benefits of arts education, visit us at AmericansForTheArts.org. Or else Tchaikovsky could seem like just another casualty of allergy season.



ART. ASK FOR MORE.



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-D "Tchaikovsky", localizable 85 line screen (ad contains non-repro blue copy indicating where localization info can be placed) (Film at Schawk: 212-689-8585 Reference #: 127597)