



## NEWS AND INFORMATION

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### FOR IMMEDIATE RELEASE

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### **OVATION, Nation's Premiere Arts Television Network, Named Official Media Sponsor of National Arts & Humanities Month**

WASHINGTON, D.C. — Americans for the Arts, the leading nonprofit arts advocacy organization in America, and *OVATION – The Arts Network* announced today that *OVATION* will be the official visual media sponsor of National Arts & Humanities Month, which begins October 1. The month, which is designated each year by the White House, is spearheaded by Americans for the Arts to focus public attention on the importance of the arts and culture in communities across the country.

As the official visual media sponsor, *OVATION* is providing significant financial support and in-kind services valued at more than \$100,000, including the following:

- *OVATION* is producing a series of video vignettes profiling the winners of this year's National Arts Awards. The vignettes will be shown at the National Arts Awards in New York City on October 11, in recognition of the extraordinary accomplishments of this year's winners. An additional vignette will recognize the work of the National Endowment for the Arts on the occasion of its 40th anniversary.
- *OVATION* is producing a public service announcement on the importance of the arts that will be offered to the network's cable affiliates for airing throughout the month of October.
- *OVATION* has made a significant cash contribution to support the activities of Americans for the Arts' National Arts & Humanities Month.

"*OVATION* plays a very special role in the life of the arts in America," said Robert L. Lynch, president and CEO of Americans for the Arts. "We applaud them for their efforts throughout the year to bring the arts into homes throughout the nation. And we are especially grateful for their help in promoting the arts during National Arts & Humanities Month."

Ron Garfield, chief operating officer for *OVATION*, said, "The arts touch us all in our everyday lives, often in unexpected ways." Said Hal Morse, president and CEO of *OVATION*, "Americans for the Arts does a tremendous job every day in advancing the arts in our country and we're excited and honored to be partnered with them. We look forward to working with them and the local communities served by our affiliates in helping to make the arts more accessible to everyone."

***Americans for the Arts*** is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at [www.AmericansForTheArts.org](http://www.AmericansForTheArts.org).

### **About *OVATION***

*OVATION*, the nation's only television network with a full schedule of programming devoted exclusively to the arts, is committed to providing viewers of all ages with greater and easier access to the diverse worlds of theatre, dance, opera, literature, music, and the visual arts. Through high-quality programming and innovative educational and civic initiatives, *OVATION* connects viewers with arts achievements within their local communities as well as premiere events worldwide, nurturing their creative passions and giving exposure to artistic experiences that inspire and enrich their lives. *OVATION* has partnered with prominent cultural organizations and national and international broadcasters, including PBS, Channel 4 (UK), ARTE, and BBC, and arts-oriented production companies and distributors [Digital Classics, EMI] both to acquire and co-produce its programming.

*OVATION* is currently available on cable systems across the United States including Time Warner, Comcast, Adelphia, and Cox.

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