



## NEWS AND INFORMATION

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### FOR IMMEDIATE RELEASE

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### **Philadelphia Arts Leader Peggy Amsterdam Receives Hanley Award at National Convention**

PHILADELPHIA, PA — Greater Philadelphia Cultural Alliance President **Peggy Amsterdam** will receive the **Ray Hanley Innovation Award** tonight at a private event hosted by the United States Urban Arts Federation (USUAF). A coalition of leaders from the country's 60 largest cities, USUAF established the award in 2007 to honor both Hanley and others who make outstanding individual contributions to arts and culture in American cities.

The award presentation coincides with this weekend's 2008 Americans for the Arts national convention, which brings 1,400 arts leaders to the city for three days of meetings, high-profile speakers, and strategic planning.

In making its choice for the award, the USUAF selection committee highlighted Amsterdam's years of community leadership in Philadelphia, including the creation of the city's popular PhillyFunGuide cultural tourism campaign. During her eight years as president, the GPCA has transformed into a leading community asset that shapes regional policy decisions and focuses on culture as a key component of the city's business. GPCA's most recent accomplishment under Amsterdam was the announcement this spring of a new four-year, \$6 million marketing program called "Engage 2020." Designed to double the amount of cultural participation in Greater Philadelphia by the year 2020, the program includes major new research, social marketing, and collaborative learning initiatives.

"With fierce dedication and determination, Peggy Amsterdam has established herself as an outstanding arts leader," said Robert L. Lynch, president and CEO of Americans for the Arts. "Her work has placed the city of Philadelphia on the radar as one of America's premier urban cultural destinations and this award honors her talent and expertise in local arts leadership."

A leading arts and culture advocate, Amsterdam appears as a writer and expert commentator in the print and electronic media; she testifies at the Pennsylvania State Capitol and

Philadelphia City Hall; and she speaks at regional and national meetings of influential arts, philanthropy, and economic development groups. She is a member of the Board of Managers of the Philadelphia Foundation, serves on the Greater Philadelphia Convention & Visitors Bureau's Executive Committee, and is part of the city's International Women's Forum. Amsterdam received the Fleisher Art Memorial Founder's Award, which is presented to individuals who have contributed significantly to expanding arts access, supporting excellence in artistic expression, and enriching Philadelphia's cultural resources. She is a force on the national arts scene too, having created national models for arts participation programs.

"Peggy Amsterdam has demonstrated extraordinary leadership and with this award, is nationally recognized for developing innovative programs and initiatives to advance arts and culture in Philadelphia. Her colleagues from America's top 60 cities are inspired by her creativity and success," said Michael Killoren director of the Mayor's Office of Arts & Cultural Affairs in Seattle and president of the USUAF.

As president of the Greater Columbus Arts Council from 1985 until his untimely death in 2006, Ray Hanley was the driving force behind cultural development in Columbus, Ohio. He pushed artists, cultural organizations, arts educators, arts audiences, and the city itself to embrace the diversity and quality of the Columbus cultural community. Because of his work, Columbus has a strong cultural community that attracts visitors to the city and has contributed to city pride among its residents.

***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).

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