



NEWS AND INFORMATION

FOR IMMEDIATE RELEASE

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Disney Little Einsteins™ Characters Join National PSA Campaign Encouraging Kids' Participation in the Arts

WASHINGTON, D.C. — **Americans for the Arts, The NAMM Foundation and the Ad Council** announced today an additional phase to their national public service advertising (PSA) campaign, entitled "The Arts. Ask for More." designed to promote the benefits of arts education for children. Created in collaboration with Walt Disney Studios Home Entertainment, the new television PSAs help inspire children to play music, dance and draw together with their family and friends by featuring characters from the popular Disney Little Einsteins franchise engaged in the arts.

Studies show that kids actively engaged in arts education are likely to have higher SAT scores than those with little to no arts involvement. Further research indicates that the arts:

- o Allow kids to express themselves creatively and bolster their self-confidence;
- o Teach kids to be more tolerant and open;
- o Improve kids' overall academic performance;
- o Keep students engaged in school and less likely to drop out.

The Disney Little Einsteins PSAs will debut in October, as part of National Arts and Humanities Month, both online and on broadcast and cable networks. All of the "The Arts. Ask for More." PSA ads can be accessed at: www.AmericansForTheArts.org/Public_Awareness.

Created in 2001 by Americans for the Arts and the Ad Council, the "The Arts. Ask for More." PSA campaign was designed to increase parental involvement in championing arts education both in and out of school, including through community programs. The national multimedia public service advertising campaign targets parents and caregivers of children pre-K to 8th

grade and directs audiences to visit www.AmericansForTheArts.org/Public_Awareness to learn 10 simple ways to add the arts into children's lives. The campaign has more than 350 grassroots partners in all 50 states and all major media markets.

Since the launch of "The Arts. Ask for More." campaign, media outlets have generously placed more than three billion television, radio, print, and Internet PSAs for the campaign. This totaled more than \$150 million in donated media and reached more than 150 million households. "The Arts. Ask for More." ads consistently ranked in the top 10 of all current Ad Council campaigns in terms of donated media support for four years. Newspaper ads received unprecedented placement in *The New York Times*, *USA Today*, *New York Post* and *Washington Times*.

The Ad Council is a nonprofit and the largest producer of public service advertising campaigns since 1942. Their well-known and effective campaigns include "Friends Don't Let Friends Drive Drunk," Smokey Bear and "A Mind is a Terrible Thing to Waste." This is the first arts campaign for the Ad Council that focuses exclusively on the importance of the arts for children.

The NAMM Foundation is a 501(c)(3) nonprofit organization dedicated to advancing active participation in music making across the lifespan by supporting scientific research, philanthropic giving and public service programs from the international music products industry. NAMM is an official partner and sponsor of the campaign.

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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.

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