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FOR IMMEDIATE RELEASE

**The Art Effect Receives New York State Pollution Prevention Institute
Community Grant**

POUGHKEEPSIE – New York State Pollution Prevention Institute will grant The Art Effect \$20,000 to support the Creativity & Connection at the Fall Kill Creek project in an ongoing effort to continue improving the health and environmental quality of New York state.



The Creativity & Connection at the Fall Kill Creek project will engage City of Poughkeepsie youth and residents of the Northside Poughkeepsie neighborhood at two public sites along the Fall Kill Creek, including 80 Pershing Avenue and 8 North Cherry Street. By revitalizing public green spaces in City of Poughkeepsie and designing, installing, and maintaining public art sculptures along the Fall Kill Creek, The Art Effect will reach over 300 community members.

“We are so honored to be selected as the only arts organization in the state to receive support from The New York State Pollution Prevention Institute,” states Nicole Fenichel-Hewitt, Executive Director of The Art Effect, “Through this project, we will increase knowledge about environmental harms to the Fall Kill Creek while raising awareness about littering with the help of local youth.”

Youth participants in The Art Effect’s MADLab (Media/Art/Design Lab) program will develop public service campaigns and art installations to serve as catalysts for pollution prevention, environmental stewardship, and urban renewal. MADLab is an “earn while you learn” arts career exploration and job skills training program that addresses the needs of underemployed youth in after school workforce development. In its pilot year, MADLab received generous support from Scenic Hudson and Dutchess County to create jobs through the Art Effect’s arts-based placemaking initiative. In 2019 with support of NYSP2I, MADLab will continue to help teens learn job skills while using art for environmental education.

“It’s super exciting to take on this collaborative project with the MAD Lab youth,” states David Wong, MADLab Coordinator. Through NYSP2I, youth will creatively educate the public through a series of multimedia public service announcements.

As part of this project, The Art Effect will partner with members of the Northside Collaborative, including Hudson River Housing, Scenic Hudson, St. Mark A M E Zion Church, and Cornell Cooperative Extension. At the conclusion of the Creativity & Connection at the Fall Kill Creek project, The Art Effect’s project hopes to

reduce littering and pollution along Fall Kill Creek and increase community access and connection to natural resources and green spaces.

About The Art Effect: Formerly Mill Street Loft + Spark Media Project, The Art Effect empowers youth in the Hudson Valley through the arts and media. Our programming sequence supports the personal and professional development of youth and provides them with the tools and support necessary to explore the arts, gain meaningful experiences, and eventually excel in their chosen tracks. It is our commitment to support personal growth, self-expression, cooperation, and enhanced human services to build the creative community of the Hudson Valley.

About the New York State Pollution Prevention Institute: The New York State Pollution Prevention Institute is a partnership between the New York State Department of Environmental Conservation, Rochester Institute of Technology and the university's Golisano Institute for Sustainability, Binghamton University, Clarkson University, Cornell University and Rensselaer Polytechnic Institute, with a statewide reach. NYSP2I also works with the state's Manufacturing Extension Partnership to help disseminate data and strategy.

NYSP2I's goal is to make the state more sustainable for workers, the public, the environment and the economy through pollution prevention. Pollution prevention is reducing or eliminating waste at the source by modifying production processes, promoting the use of non-toxic or less-toxic substances, implementing conservation techniques, and reusing materials rather than putting them into the waste stream.

Go to <http://www.rit.edu/affiliate/nysp2i/> to learn more about NYSP2I.

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