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**FOR IMMEDIATE RELEASE**

**The Art Effect Celebrates Inaugural Year with 2018 Annual Report**

**POUGHKEEPSIE** – The Art Effect is pleased to present their 2018 Annual Report, celebrating their inaugural year as a merged organization. Formerly Mill Street Loft and Spark Media Project, the two organizations officially joined as The Art Effect on January 1, 2018. The Art Effect is now the largest art education organization in the region, directly serving over 2,000 people through a variety of programs, with a focus on underserved youth in Poughkeepsie, New York.

“We would like to thank everyone who supported us in our first full year as The Art Effect,” states Dean Temple, Board President. The report defines “The Art Effect” through the eyes of their young artists and demonstrates its significance through financial outcomes, student graduation statistics, and alumni successes. The organization was awarded Hudson Valley Magazine’s “Best Art Program for Youth” last year, but perhaps most impressive are the awards won by students of The Art Effect: in 2018, over 100 Scholastic Art Awards and over \$3 million in scholarships were awarded to young people at The Art Effect.

In 2018, over 2,000 individuals were directly served by the organization, creating over 1,000 works of art. 100% of students in the Art Institute program graduated high school and were accepted into college with scholarship offers, and 83% of Media, Art, and Design Lab (MADLab) students reported that they feel fully ready to enter the job market in the arts field. Through these impactful programs for young people throughout the Hudson Valley, The Art Effect helps students explore their passions and prepares them for their future.

With courses for youth ages 4 through 19 as well as classes for adults, The Art Effect supports each stage of a child’s development through sequential programming to help them grow into creative, successful community members. The Art Effect serves the Mid-Hudson Valley region, teaching artistic expression and personal growth and empowering each child to master their passions and prepare for personal and professional success. Hundreds of local youth participate in high-quality, cutting-edge arts and media programs during the school day, after school, and throughout the summer.

See the full power of The Art Effect in their 2018 Annual Report, available on [feelthearteffect.org/annualreport](http://feelthearteffect.org/annualreport).

**About The Art Effect:** The Art Effect empowers young people to harness their creative voice in order to shape their future and bring about positive social change. Formerly Mill Street Loft and Spark Media Project, The Art Effect helps youth in the Hudson Valley explore, experience, and excel in the arts, introducing them to visual art and media, giving them opportunities to get their hands dirty, and guiding them towards achieving their academic and career goals. For more information, visit [feelthearteffect.org](http://feelthearteffect.org).