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FOR IMMEDIATE RELEASE

The Art Effect is Amplifying the Creative Voices of Young People

POUGHKEEPSIE, NY - On May 5, 2020, The Art Effect will launch the #CreateTheArtEffect campaign to raise \$10,000 to amplify the creative voices of young people as they respond to our new reality during the Coronavirus crisis. We have always believed deeply in the power of artistic expression. Now, more than ever, we're inspired by our youth who are finding new ways to share their creativity, ingenuity, and hope.

Young people right now are learning how to cope with the uncertainty the current crisis has brought while also struggling to continue to stay connected, motivated, and hopeful for the future. The Art Effect continues to empower young people to harness their creative voices as they respond to these unprecedented times. We have adapted and redesigned all our classes and workforce programs specifically for remote learning: we are reaching out to isolated young people through supportive digital communities, providing them with opportunities to develop creative and workforce skills through the arts, and helping youth get on track for college and career.

The Art Effect is proud to be the largest arts education organization in the Hudson Valley. From Kingston to Newburgh, Poughkeepsie to Hudson, we are dedicated to serving young people through the arts. The #CreateTheArtEffect campaign will run from May 5 - 21, 2020, launching with the global #GivingTuesdayNow campaign on May 5 and culminating with Hudson Valley Gives Day on May 21 that unites hundreds of charities across seven counties in one common goal: Give Where You Live.

As part of the #CreateTheArtEffect (<http://feelthearteffect.org/createthearteffect>) campaign, we will be hosting four #CreateTheArtEffect (<https://www.facebook.com/events/2904147373007451/>) Live! art workshops from May 11-14, 2020 to inspire our community to connect and create together. Please join us on Facebook Live (<https://www.facebook.com/FeelTheArtEffect/>) to tune into these 45-minute artmaking workshops -- artists of all ages are welcome!

- Monday, May 11 at 12pm: Brad Shur, Puppetry Workshop (<https://www.facebook.com/events/549594729315302/>)
- Tuesday, May 12 at 8pm: Azia Brown, Paint Party (<https://www.facebook.com/events/225207015442776/>)

- Wednesday, May 13 at 12pm: Donna Mikkelsen, Symmetry Murals (<https://www.facebook.com/events/549004996001584/>)
- Thursday, May 14 at 8pm: Todd Poteet, Portrait Drawing (<https://www.facebook.com/events/1406101839569533/>)

All funds raised will go toward supporting arts education programs for youth in the Hudson Valley to explore, experience and excel in the arts. For more information on the Art Effect's #CreateTheArtEffect campaign, please visit: feelthearteffect.org/createthearteffect.

Did you know? The CARES Act establishes a new, temporary charitable deduction in tax year 2020 for taxpayers who claim the standard deduction. Taxpayers receive an additional above-the-line deduction for up to \$300 in charitable donations given in 2020.

About The Art Effect: The Art Effect empowers youth to develop their creative voice to shape their futures and bring about positive social change. The organization facilitates educational programming for youth in the Hudson Valley to explore, experience and excel in the arts. The programs provide introductions to visual arts and media, giving participants the opportunity to develop real skills in these fields and guiding them towards achieving their academic and career goals. The Art Effect is anchored by the belief that the arts have the power to create a more vibrant, caring and sustainable world led by a generation of youth who value creative thinking, diverse voices and stronger connections between all people.

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THE **ART**EFFECT #CreateThe**ART**Effect

<https://youtu.be/4c81UoqFQmk>