



PRESS RELEASE

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FOR IMMEDIATE RELEASE

The Art Effect Receives Poughkeepsie Awesome Foundation Grant for Youth Photography Competition

POUGHKEEPSIE, NY - The Art Effect will receive a \$1,000 grant from The Poughkeepsie Awesome Foundation at a check presentation on Friday, March 15th at 3:00pm at The Poughkeepsie Underwear Factory at 8 North Cherry Street. Members of the press are invited to attend the award presentation. These generous funds will support increased participation by Poughkeepsie youth in the annual *Exposure* national high school photography competition.

The *Exposure* exhibition is a unique opportunity to showcase the talented photography of local and national high school students, nurturing and giving attention to young people's creative voice. Emerging photographers have the chance to share their unique perspective on the world through incredible images, from classic black-and-white darkroom photography to digitally manipulated images. The exhibition is one of very few juried student photography exhibitions in the Hudson Valley.

Professional photographers judge over 750 entries from across the USA and choose approximately 70 pieces for the Poughkeepsie-based exhibition and select winners of several prizes, including a full scholarship to the Summer Art Intensive at The Art Effect, one full-tuition scholarship to Maryland Institute College of Art's Summer 2019 pre-college program, and cash awards.

The Poughkeepsie Awesome Foundation support will enable Poughkeepsie high school students to enter the competition for free and encourage their participation through event attendance. Poughkeepsie youth in The Art Effect's after school arts and workforce development programs, Spark Studios and Media, Art, and Design Lab (MADLab), will be encouraged to use The Art Effect's studio equipment and mentors to create photography to be considered for the *Exposure* exhibition. This funding has provided these students with an opportunity to compete in this national photography competition.

"On behalf of The Art Effect and our students, we would like to thank the Poughkeepsie Awesome Foundation for this generous grant," states Nicole Fenichel-Hewitt, Executive Director of The Art Effect. "These funds will make the *Exposure* exhibition more accessible and encourage larger participation and voice from young artists in the City of Poughkeepsie."

The deadline for submissions to *Exposure* is Friday, April 5, 2019 at 5pm. Entries can be submitted via feelthearteffect.org/exposure, and Poughkeepsie students can enter for free with the code PKawesome. The *Exposure* exhibition will held in Poughkeepsie and open to the public in May 2019.

About MADLab and Spark Studios:

Media, Art, Design Lab (MADLab) is an arts career exploration and job skills training program for underserved teens in Poughkeepsie. Youth learn valuable workplace skills while also exploring multiple arts projects and mediums, from food photography to radio production.

Spark Studios is an after school and summer filmmaking program for teens in Poughkeepsie. High school students use media and video to produce film projects in partnership with local non-profits and personal artistic projects with their peers, learning skills in both workplace and video production.

About The Art Effect: Formerly Mill Street Loft and Spark Media Project, The Art Effect empowers young people to harness their creative voice in order to shape their future and bring about positive social change. 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. Learn more at feelthearteffect.org.

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