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## **FOR IMMEDIATE RELEASE**

### **The Art Effect Releases 2019 Annual Report Celebrating Two Years Since Merger**

**POUGHKEEPSIE** – The Art Effect’s 2019 Annual Report gives the community a snapshot into the unique and exciting programming as well as student successes over the last year. The report showcases the incredible progress that The Art Effect has made at achieving its long term goals since integrating Mill Street Loft and Spark Media Project to better serve local youth two years ago and is a reminder of the importance of our donors, partners, and community.

“Art is expression, and as we reflect upon 2019, we would like to express our sincere gratitude for the support of The Art Effect’s fiercely dedicated community, including students, parents, donors, staff, partners, and community leaders,” 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 honored as the United Way of Dutchess-Orange Region 2019 Champion Non-Profit, but perhaps the most impressive accomplishments are the awards won by The Art Effect students. In 2019, over 120 Scholastic Art Awards and over \$6.3 million in scholarships were awarded to young people at The Art Effect.

In 2019, over 2,100 individuals are directly served by the organization through programming that teaches artistic expression, personal growth, and empowering children to master their passions and prepare for personal and professional success. Last year over 1,000 works of art, including 165 short films were created at The Art Effect. Ten of these youth films traveled to 12 festivals around the globe, with a total of 33 festival selections. 100% of students in the Art Institute program graduated high school and were accepted into college with scholarship offers. Additionally, 100% of summer Media, Arts, and Design Lab (MADLab) students reported feeling ready for an entry-level job in the arts/media industries, with 50% feeling “extremely” ready. 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.

Alumni of The Art Effect have gone on to achieve great success in their careers. Isaac Toonkel worked on a team at Reebok to design the SB-01 Floatride Space Boots that will be worn by astronauts heading to the International Space Station this year. Ester Wells spent the summer as a production intern at “This Week with George Stephanopoulos” where she also wrote and contributed

to breaking stories published by ABC News. Kaitlyn Frank made her Broadway acting debut in the ensemble of “My Fair Lady” and starred in the Off-Broadway production of “We Are The Tigers”.

With courses for youth ages 4 through 19 as well as classes for adults, The Art Effect supports each stage of a person’s development through sequential programming that helps them grow into creative, successful community members. As the largest art organization in the area, The Art Effect reaches more than 5,000 individuals throughout the Mid-Hudson Valley region through programming, exhibitions and events. Hundreds of local youth participate in high-quality, cutting-edge arts and media programs during the school day, after school, and throughout the summer each year.

See the full power of The Art Effect in their 2019 Annual Report, available [HERE](#).

**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. 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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