



FOR IMMEDIATE RELEASE

September 20, 2010

CITY AGENCIES LAUNCH PROMOTIONAL CAMPAIGN WITH OCTOBER FOCUS

IN PREPARATION OF ARTS FESTIVAL NEXT YEAR:

ARTS. OPEN OCTOBER. 31 Days of Art and Soul

Sacramento, CA--Look for the recently launched and revised ARTS. OPEN DAILY. marketing campaign to include a special message for October: **ARTS. OPEN OCTOBER. 31 Days of Art and Soul.**

October offers a particularly diverse slate of arts events, festivals and activities providing an appropriate kick off opportunity for the awareness campaign. And this year's PSA campaign will set the stage for the first annual arts festival for Sacramento in October, 2011.

This new campaign is a twist on the continuing marketing campaign the Sacramento Metropolitan Arts Commission (SMAC), Sacramento's local arts agency devoted to advancing community through arts and culture. Launched a year ago and designed to keep the arts in the public eye, ARTS. OPEN DAILY, has been applauded to date. This fall, SMAC and the Sacramento Convention and Visitor's Bureau (SCVB), with printing support from the Sacramento News & Review (SN&R), partnered to bring Sacramento the new October campaign.

Mayor Kevin Johnson recently commented on the festival concept , "I have seen buses, taxi cabs and downtown banners advertising Arts Open October and it's a great campaign. I encourage everyone to come out and see it. An arts and cultural festival celebrating all of Sacramento's diversity is an established goal of the For Arts' Sake campaign and we look for it to be realized in October 2011."

The focus of the PSA campaign is that the *arts are alive* in Sacramento, as exemplified by the many rich offerings in October. The call to action for up-to-date arts and cultural information is the web site www.sacramento365.com. This comprehensive online calendar was launched by SMAC and the SCVB in October 2008. Its popularity has grown steadily with over 3-million hits in a month.

The business partnerships created for this year's psa campaign and future festival stem from existing relationships between like-minded businesses. SMAC and SCVB share a similar desire to engage both residents and visitors alike in the many cultural opportunities in this region. Early in 2011, look for a special listing for the arts festival on the sacramento365 web site presenting an opportunity for businesses and individuals to participate and up-to-date information on the planning process.

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Available for interview:

Rhyena Halpern

Steve Hammond

PHOTOS: (bus sides, taxi cabs, banners)