

Main Line Art Center
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FOR IMMEDIATE RELEASE
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Main Line Art Center Announces Capital Campaign & Renovation Project *ART 75: Access. Renew. Transform.*

HAVERFORD, PA (October 17, 2012)—Main Line Art Center announces the public phase of a \$1.4 million capital campaign to renovate and expand its building in the Spring of 2012. **ART 75: Access. Renew. Transform.** will enable the Art Center, now in its 75th year, to broaden access to the arts, renew its learning environment and infuse program with fresh and innovative ideas to ensure it will remain a vital resource for future generations.

Executive Director Amie Potsic and the Board of Directors are proud to announce that 80% of the funding for ART 75 has been raised, with the Commonwealth of Pennsylvania providing the lead gift by awarding Main Line Art Center a \$600,000 matching grant. Additionally, several foundations have awarded the Art Center generous grants and many individuals and families inspired by the Art Center's mission and impact on the community have stepped up to match the state's grant. Now, Main Line Art Center looks to the community to raise the remaining \$300,000 to complete the campaign and begin the exciting transformation. While donations of any size are welcome, naming opportunities are available, including an individual ART wall tile for \$575 and a sidewalk brick for \$275.

ART 75: Access. Renew. Transform. will allow the Art Center to accomplish the following objectives:

Access: Increase annual allocation for scholarships and grow community outreach efforts to serve more children and adults with developmental and physical disabilities.

Renew: Reestablish the front entrance to create a more welcoming experience and showcase the ever-changing, innovative artwork in the gallery. Build a new spacious painting studio and maximize space in other studios to allow more room to create. Relocate the Art Center’s jewelry studio to the first floor to improve accessibility and acoustics and create a more peaceful environment for all students. Add a large bank of windows with a view of the garden to infuse the ceramics studio with natural light.

Transform: Invigorate the Art Center’s programs and exhibitions with emerging art forms by creating a collaborative space for computer design, printmaking, and photography. Add a digital arts studio with classes in photography, graphic design, and illustration.

“Main Line Art Center is the warm, nurturing place that it is today because the community around it has recognized its impact and supported its efforts over the past 75 years,” says Amie Potsic, Executive Director. “Now is the time to ensure that it remains a vital resource for people like the 7-year-old girl with autism who is thriving in our Exceptional Arts Program; the emerging artist who studied here as a teen and recently hung his first piece of art on our gallery walls; and the retired professional who enrolled in a ceramics class to fill up newfound free-time and ended up discovering her new passion. These people, along with the nearly 15,000 other people we reach through our programs every year, are why we are embarking on this major fundraising and renovating project.”

For 75 years, Main Line Art Center has served as the creative home for generations of community members of all ages, levels and abilities. Its mission is to inspire and engage artistic creativity for all ages and abilities and to celebrate and strengthen the essential role of visual art in community life. Each year the Art Center educates nearly 5,000 people through its art classes, outreach programs, lectures, and art camp. In keeping with its mission, Main Line Art Center pioneers a unique series of outreach programs for children and adults with developmental and physical disabilities, and grants \$12,000 in need-based scholarships annually. The Art Center has built a reputation for presenting innovative, thought-provoking exhibitions, while also presenting exhibitions that celebrate community. We offer up to ten annual exhibitions, including seasonal fine crafts shows, in our beautiful, spacious gallery. These exhibitions feature the work of emerging and established artists from across the Mid-Atlantic Region and attract over 10,000 visitors each year.

To learn more about *ART 75: Access. Renew. Transform.* and make a donation online, visit www.mainlineart.org/art75. To donate by phone, please call the Development Office at 610.525.0272 ext. 12. Donations may also be sent to Main Line Art Center at 746 Panmure Road, Haverford, PA 19041.

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