

# News Release

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California Arts Council

**For Immediate Release**

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**Contacts:**

Mary Beth Barber

(916) 322-6588

## **California Arts Council Announces Eldergivers as a 2010-2011 Creating Public Value Recipient**

*Grant will benefit the local community through relationships and  
relevance*

SACRAMENTO – The California Arts Council announces that Eldergivers will receive a 2010-11 Creating Public Value grant of \$8,900. Eldergivers, located in San Francisco, was one of 87 organizations that submitted the strongest proposals to enrich their local communities through the arts.

The grant was given to forge new relationships with Medi-Cal residents of long-term care facilities in Alameda County; foster art practice through the Art With Elders Program; and promote vital connections to a larger audience for these artists by exhibiting their art in a variety of public venues in the Bay Area.

“These organizations provide outstanding opportunities in the arts for diverse groups of Californians,” said Marilyn Nielsen, Interim Director of the California Arts Council, of all the Creating Public Value grant recipients. “We’re pleased to have them represent the Creating Public Value program by bringing a wide variety of arts experiences to communities across California.”

The Creating Public Value program seeks to promote the positive impact of the arts in the lives of all Californians by supporting small arts organizations in rural and underserved communities in which geography, economic conditions, ethnic background, or disability hinder access to the arts. Eldergivers demonstrated how they plan to use funding to support new and expanded programs that will benefit the communities it serves through criteria known as “The Three R’s:” Relationships (by building partnerships); Relevance (to the community by increasing public participation); and Return on Investment (by promoting the organization’s social and economic impact).

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*The mission of the California Arts Council, a state agency, is to advance California through the Arts and Creativity. Members of the California Arts Council include: Chair Malissa Feruzzi Shriver, Vice Chair William Turner, Wylie Aitken, Michael Alexander, Andrew Green, Adam Hubbard, Charmaine Jefferson, Terry Lenihan, Karen Skelton, and Susan Steinhauer.*

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**Press Release: Creating Public Value Grant Recipients**

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Funding for this program comes in part from the sale of Arts License Plates, a specialty plate designed by renowned California artist Wayne Thiebaud with a sunset and palm tree motif. If there were a million Arts License Plates on California roadways, California would have \$40 million for the arts. (More information is available at [www.artsplate.org](http://www.artsplate.org).)

For more information about the Creating Public Value program, contact the California Arts Council's Information Officer Mary Beth Barber at (916) 322-6588, (916) 835-5580 (cell) or [mbarber@cac.ca.gov](mailto:mbarber@cac.ca.gov). Additional information may be found on the California Arts Council's website at [www.arts.ca.gov](http://www.arts.ca.gov).