



NEWS AND INFORMATION

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Arts Leaders Convene to Demonstrate How the Arts Can Be Used to Solve Problems and Strengthen Our Communities

WASHINGTON, D.C. —Americans for the Arts will hold its annual convention—the largest gathering of local and state arts leaders in the nation—in Austin, TX, from June 11–13, 2005. Hosted by the Texas Commission on the Arts, the convention, entitled *Leading the Charge*, will focus on establishing and building partnerships with local, state, and national stakeholders to strengthen our nation’s neighborhoods and cities. Community arts and business leaders will attend to hear noted speakers, share experiences, and build specific skills.

Keynote speakers will include:

- **Malcolm Gladwell**, author of *The Tipping Point* and *Blink* on June 11, 2005
- **Alejandro Escovedo**, artist, and **Edward L. Bailey**, Vice President of Brand Development at *Austin City Limits* on June 12, 2005
- **Peggy Conlon**, President and CEO at the Advertising Council on June 13, 2005

“Austin is the perfect backdrop for cultural leaders to showcase the arts as a powerful community development tool,” stated Robert L. Lynch, president and CEO of Americans for the Arts. “It serves as a beacon for arts leaders and communities everywhere.”

An Art Car Parade down Austin’s Congress Avenue will kick off the annual convention, as some 50 unique art cars will gather for the parade and will be on display throughout the inaugural evening. The parade is open to the public. The convention will include the annual Innovator Series, featuring one-on-one interviews with Moy Eng, Donald Byrd, Ben Cameron, and Louis Black; tours of Austin’s exciting cultural sites; appearances by local artists; and events throughout Austin.

Prior to the conference, three preconferences will be held:

- **The Lay of the Land: Public Art, Politics, and the Environment**
This conference will explore the connections between land art and public art, and examine public art within the social and political landscape
- **The New Marketplace: The Best of the Best of United Arts Fund Practices**
Groundbreaking corporate leaders will discuss demographic trends and the emerging marketplace
- **Emerging Leadership: Vision. Action. Evolution.**
Arts leaders from across the country will share their vision of the future of the arts

Additional sponsors for *Leading the Charge* include: Applied Materials, Hilton Austin, The Irving Arts Center, National Endowment for the Arts, City of Austin, Delta Airlines, Midwest Airlines, Texas Cultural Trust, and Texas Instruments.

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. *Americans for the Arts* is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

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