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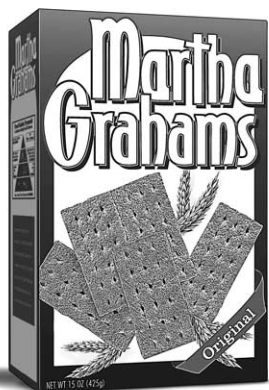
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THERE'S NOT ENOUGH ART IN OUR SCHOOLS.



NO WONDER PEOPLE THINK MARTHA GRAHAM IS A SNACK CRACKER.



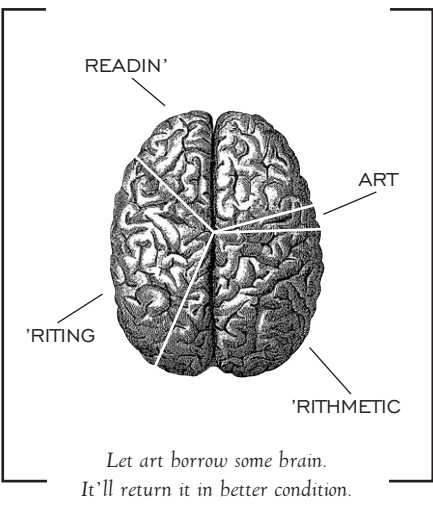
A common misconception.
Not to mention an overlooked
marketing opportunity.

Hardly a fitting legacy for the woman who, despite getting a late start at the positively elderly age of 17, became the mother of American dance.

Nearly single-handedly, Martha Graham brought dance into the 20th century. She did nothing less than create an entirely new genre of dance while shattering the expectations of audiences and critics alike with her percussive, angular movement style. She was one of the first dancers to collaborate

with contemporary composers instead of using the 18th- and 19th-century compositions her predecessors favored. Her dances have been called "motion pictures for the sophisticated"; her theories on movement and kinesthetics are

still vital today; and there is scarcely a dancer alive who doesn't owe a huge debt to her sharp creative mind and fierce perfectionism.



And to think she could have made it her entire life without experiencing the arts. Just like so many kids in our schools today.

MARTHA GRAHAM IS A TREAT.

No one has to tell parents that arts education is good for their kids. According to virtually every study out there, they already know that. Parents know that painting and music teach tolerance and openness, help their children express themselves creatively and contribute greatly to their kids' self-worth. They welcome dance and drama as ways their children can develop

as individuals and stand out from the crowd. In fact, moms and dads believe the arts are an integral part of their children's education.

So how can they be satisfied with the trivial amount of art kids are taught in school?

ALL TOGETHER NOW.

The sad truth is, your kids spend more time at their lockers than in arts classes. If you don't



Ms. Graham told stories using movement. Here, she tells us how sad it is that kids aren't getting enough art.

have a problem with this, if you think that's adequate, then fine. Do nothing. On the other hand, if you think this is unacceptable, you need to speak up and demand your child's fair share. Play a part in your kid's schooling. To find out how or for more information about the benefits of arts education, please visit us on the web at AmericansForTheArts.org. Otherwise, even a legacy as rich as the incomparable Martha Graham's can crumble to nothing.

ART. ASK FOR MORE.

©Barbara Morgan, from "Martha Graham: Seven Dances in Photographs" by Barbara Morgan.

For more information about the importance of arts education, please contact
www.AmericansForTheArts.org.



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