

THERE'S NOT ENOUGH ART IN OUR SCHOOLS.



NO WONDER PEOPLE THINK

LOUIS ARMSTRONG

WAS THE FIRST MAN TO

WALK ON THE MOON.

It's a long way from the Apollo Theatre to the Apollo program. And while his playing may have been "as lofty as a moon flight," as *Time* magazine once suggested, that would be as close as Louis Daniel Armstrong would ever get to taking "one small step for man."

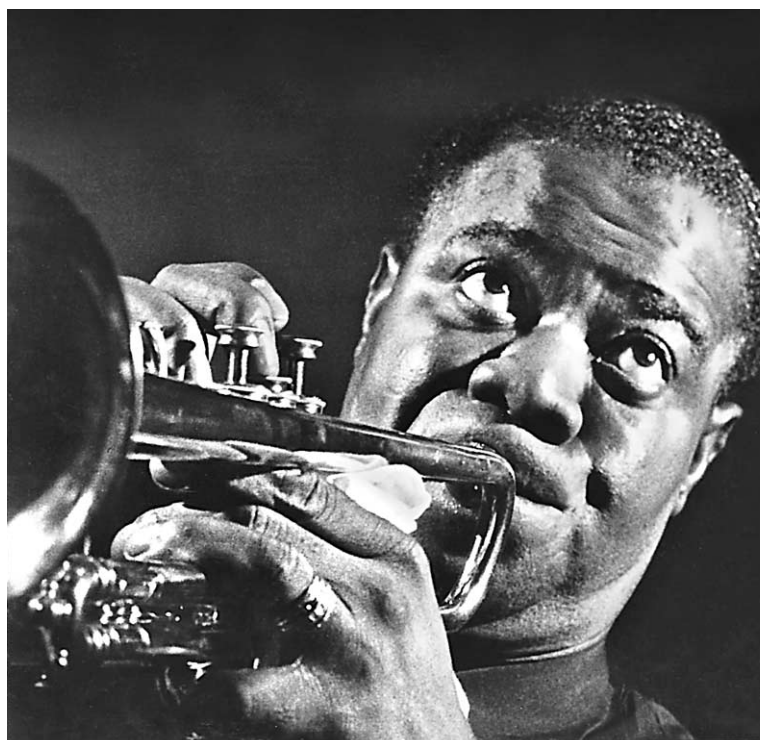


Armstrong left his footprints
all over the jazz world. And he
usually did it in lace-up oxfords.

But as the premier jazz musician of the 20th century, giant leaps were a matter of course for Satchmo. No person before or since has ever embodied — and revolutionized — jazz the way Louis Armstrong did.

Take solos, for instance. It's impossible to imagine jazz without them. But they actually didn't become an established part of the jazz vocabulary until Armstrong helped popularize them. Seventy years later, his solos are still revered for their audacity and virtuosity.

In the 1950s, when his popularity became too big to be contained within our borders, he accepted an invitation from the State Department to act as an American goodwill ambassador around the world. And when he



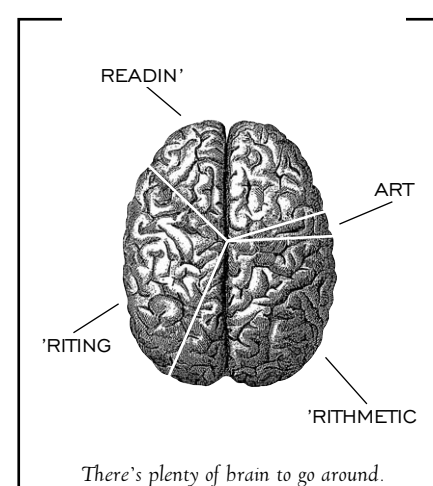
Instead of a giant leap, Louis Armstrong delivered one giant free-form crazy jazz groove for mankind.

became the last jazz musician to hit #1 on the Billboard pop chart, he beat the Beatles to do it.

Not bad for a kid whose first experience with a trumpet was as a guest in a New Orleans correction home for wayward boys. If only today's schools were as enlightened as that reformatory was.

LOUIS THE FIRST.

Ask almost any parent, and they'll say arts education is very important to their child's



There's plenty of brain to go around
Give more to art.

well-being. Virtually every study shows that moms and dads like the effects the arts have on their children. They like that dance and music and painting and drama teach kids to be more tolerant and open. They like that they allow boys and girls to express themselves creatively. And they appreciate that the arts help promote individuality, bolster self-confidence while also improving overall academic performance.

Which makes it so surprising that the arts have been allowed to virtually disappear from our schools. And our children's lives.

THIS IS WHAT HORNS ARE FOR.

A little art is not enough. If you think the hour or so of art your kids are getting each week isn't nearly their fair share, it's time to make some noise. To find out just how to get involved or for more information on the ways your child can benefit from arts education, please visit us on the web at AmericansForTheArts.org. Just like the great Satchmo, all you need is a little brass.

A R T. A S K F O R M O R E.



DORIS DUKE
CHARITABLE FOUNDATION

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



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