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**ARTSLIVE CAMPAIGN INVITES VENTURA COUNTY RESIDENTS  
TO LET THE WORLD SEE THEIR INNER ARTIST**

**CAMARILLO, Calif. (July 15, 2010)** – Convinced Ventura County is home to countless “hidden artists,” the ArtsLIVE initiative of the Ventura County Community Foundation is launching its *I am the Arts* campaign.

The campaign invites Ventura County residents to create an individual poster, highlighting their artistic passions. Once created, each will join a gallery of online posters.

“This county is full of people who hold down ‘regular’ jobs,” said VCCF President and CEO Hugh J. Ralston. “By day, they’re accountants, farmworkers, teachers, engineers, students, nurses or homemakers. Maybe even a lawyer, CEO or entrepreneur. But at night and on the weekends, they pursue their artistic passions. They’re singing and making music in local churches and clubs, acting in community theater, dancing ballet, hip-hop, ballroom and salsa, photographing local landmarks and local characters; they’re painting, sculpting, making movies, crafting poems and much, much more.”

They are creating the tapestry of arts in our community, Ralston added, noting these creative, if sometimes uncelebrated, people sustain local companies and organizations and enrich lives on multiple levels, often outside of what are considered “traditional arts.”

“Believing it is important to show each other how many of us are actively involved in the arts – whether as artists, as patrons, as leaders and as advocates – the ArtsLIVE initiative wants to demonstrate how the arts are important to all of us through celebrating the artist in each of us,” said Ralston, himself an avid choral singer.

The *I am the Arts* posters feature a photo of the artist with short responses to three questions: What I do to live, What I live to do and Why I do it.

The first posters in the series feature an accountant/tap dancer, a teacher/Aztec dancer and a boiler operator/photographer, and are featured on the initiative’s website, at [artsliveinvc.org](http://artsliveinvc.org).

VCCF invites those who want to cast themselves in an *I am the Arts* poster to go [www.artsliveventuracounty.org](http://www.artsliveventuracounty.org).

Click on the Resources tab, select “I Am the Arts poster.” There they can view a gallery of the previous posters and then upload a photo of themselves practicing their art and fill in the answers to questions posed in a series of short prompts.

The information will be reviewed and then posted on [artsliveinvc.org](http://artsliveinvc.org).

“Local arts organizations are also considering using these *I Am The Arts* posters as part of their marketing campaigns and donor-recognition efforts,” said Susan Scott, ArtsLIVE consultant. “We recognize strengthening the arts locally will be more effective when we understand exactly how many of our neighbors are part of the arts in our region and engage them in ways that encourage them to share their artistic passion with the wider community.”

ArtsLIVE is a three-year initiative of the Ventura County Community Foundation in partnership with The James Irvine Foundation’s *Communities Advancing the Arts*. For more information, go to [artsliveinvc.org](http://artsliveinvc.org).

VCCF is a family of charitable funds with combined assets of \$100.5 million. Its mission is to promote and enable philanthropy to improve our community for good for ever, which it does through grantmaking, scholarships and leadership training programs through the Center for Nonprofit Leadership. VCCF has been certified in compliance with national standards by the Council on Foundations, the highest form of peer review in the United States. For more information, visit [vccf.org](http://vccf.org) or contact VCCF at (805) 988-

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