



Event Date: June 26

Contact: Justin Yoffe, 310/458.8634

justin.yoffe@smgov.net

For Immediate Release

The Arts Go Green

Arts:Earth Partnership Launches at Santa Monica Museum of Art

www.artsearthpartnership.org

June 8 - Santa Monica, CA. The Arts are going Green! Santa Monica's Cultural Affairs Division and Office of Sustainability and the Environment invite artists of any discipline and Santa Monica arts organizations of every type to attend this launch party in order to learn about a new non-profit organization, "Arts:Earth Partnership" dedicated to helping the cultural and creative sector become sustainable. The Santa Monica Museum of Art at Bergamot Station will play host to this free event on Friday, June 26 from 6:30 until 8:00 pm. <http://www.bergamotstation.com/directions.html>

Arts: Earth Partnership is a voluntary coalition of cultural facilities, theaters, museums, dance studios, art galleries, performing arts companies and individual artists collectively committed to achieving environmental sustainability. Membership in the partnership is open to

any artist or arts agency who wish to engage in sustainable practices. Members will be recognized as being “green” and be eligible for a free materials exchange program, energy audits, creative convergences, exclusive vendor deals and vetted resources. Organizers hope that arts agencies will play a leading role in the greening of America, inspiring audience members and supporters to follow suit.

At the Santa Monica Museum of Art reception information will be available for both individual artists and arts organizations to sign up and join the partnership. In addition, initiative sponsors City of Santa Monica Sustainable Works, LADWP and other partners will have information on sustainable practices for attendees. There will be wine and mingling before a brief presentation of the program and a Q & A session by the founders.

Arts: Earth Partnership founding partners include Santa Monica Cultural Affairs Division, Los Angeles Department of Cultural Affairs, Santa Monica Sustainable Works and the LA Stage Alliance. The Partnership is endorsed by the City of Los Angeles, City of Santa Monica, Santa Monica OSE, Arts for LA, Los Angeles Arts Commission, Los Angeles City Councilman Bill Rosendahl, Green LA, Green Theater Initiative and the Los Angeles Department of Water and Power. This is the first launch party for this National Program. There are 8 regional open houses planned this summer all across Los Angeles at City of Los Angeles owned Cultural Facilities