



158 Moreland Ave SE
Atlanta GA 30316
404.622.2585
www.JourneyArtsCenter.org

For Immediate Release

CONTACT: Toni V. Martin

404-622-2585

toni_v@journeyartscenter.org

ARTS NONPROFIT OFFERS BUSINESS RESOURCES AND PROGRAMMING

Performing Arts Center Provides Facility and Professional Development to Community

July 1, 2009 ATLANTA— As the Atlanta arts community creatively braves recessionary cuts, Journey Performing Arts Center offers 2 new programs, artSpace and Journey EDU, designed to empower artists to thrive and continue to share their gifts with the community. artSpace is a residency program which opens Journey's 3700 ft Edgewood studio to performers, visual artists and other creatives seeking rehearsal, screening, workshop, class or small performance space and provides them with business-building resources to foster success. Along with artSpace, Journey EDU is a series of workshops to educate the community, specifically artists, on starting successful non-profit and arts based businesses.

Journey's Artistic Director Samara Michelle remembers what it was like searching for space as a dancer to teach her children's ballet and jazz classes. "I was charged so much for small spaces that really didn't meet my needs. The venues were run by people who didn't understand arts programming." Journey has grown from reaching 20 students to touching over 2000 in a mere 4 years under Michelle's direction.

Included in the artSpace program is the workshop "From Artist to CEO," where Michelle shares her wealth of experience ranging from education, performing arts, finance and real estate to help artists create a business vision and plan of action for sharing their gifts with the immediate community. Other Journey EDU workshops deal with topics such as branding and marketing, raising capital, grant writing and fundraising, managing employees and how to obtain tax exempt status.

In addition to the workshops and space rental, artists will also receive the full support of Journey's network and promotional capabilities. This includes promotion of their classes and programming to Journey's website, internal database and social network communities, discounted graphic design for class materials, free wi-fi, access to a music database for classes and 50 percent off all classes taught through Journey.

"We are trying to help artists grow into successful business people who are able to withstand any economy," says Michelle. "We're fortunate to have a great space and a great track record and we want to open our resources to the larger arts community in Atlanta."

Applications for the program are available at www.journeyartscenter.org/artSpace. Applications are accepted on an ongoing basis, with new classes added to the roster every month. For information on the next Journey EDU workshops, call 404-622-2585.

About Journey: Established in 2004, JPAC is a 501(c)(3) nonprofit corporation whose mission is to expose children and adults to the arts. Through classes at the JPAC studio, workshops, in-school instruction and outreach classes, JPAC is able to provide affordable opportunities to experience the arts.

###