

PRESS RELEASE



**National Campaign for the Arts
1 Kingly Street
London W1B 5PA**

News release

Contact: John Munro – 020 7287 3777

Friday, 10 September 2010

EMBARGOED UNTIL 01.00 MONDAY 13 SEPTEMBER

PUBLIC URGED TO SHOW HOW MUCH THEY VALUE THE ARTS

A new campaign, *I Value the Arts*, will go live on Monday 13 September 2010 urging the public to voice their support for the arts. Anyone who values the arts in their community is being asked to register their details on a new website:

www.ivaluethearts.org.uk. All those who register will be kept in touch with plans that could affect arts provision nationally and in their local neighbourhood, with practical suggestions on what they can do to strengthen the arts in their area.

I Value the Arts is led by the National Campaign for the Arts (NCA), the independent umbrella body for all the arts in the UK. Industry bodies are lining up to support the promotion of the campaign, including the Society of London Theatre, the Theatrical Management Association, Visual Arts and Galleries Association, the Association of British Orchestras, Equity and Audiences UK. The campaign website and associated technology has been made possible thanks to generous donations of skills, time and resources by industry suppliers. No public money is being used to fund the campaign.

Louise de Winter, Director of the NCA commented: "Three quarters of the adult population attend or participate in arts activities every year and an even higher proportion of young people. At a time of recession, more and more people are turning to the arts and culture. Reduced opportunities to take part in the arts could have a major impact on the quality of people's lives and the vibrancy of their communities. As the

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Government is encouraging us all to get engaged and create a 'Big Society', we believe it is important for those people who care about the arts to get involved in the decision-making about what their communities will look like. This campaign gives everyone who cares a chance to have their voice heard and collectively show that the arts provide a valued public service.

"This is a really simple and straightforward campaign. It will take thirty seconds for someone to visit the www.ivaluethearts.org.uk website to register their email address and postcode, and then we'll be able to keep them up to date with information about plans for their local area. The website will go live from 9am on Monday, 13 September. With a wide base of support within the sector, we hope this campaign will gain public momentum and snowball throughout the UK."

ENDS
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Notes to editors:

1. For further information please contact the NCA, 1 Kingly Street, London W1B 5PA. Telephone: 020 7287 3777. Fax: 020 7287 4777. Email nca@artscampaign.org.uk. Website: www.artscampaign.org.uk
2. The National Campaign for the Arts (NCA) is the UK's only independent lobbying organisation representing all the arts. It provides a voice for the arts world in all its diversity. It seeks to safeguard, promote and develop the arts and win public and political recognition for the importance of the arts as a key element in our national culture. The NCA receives no public funding and is financed through membership subscriptions and donations.
3. Graphic and web design has been donated by Cog Design. Cog Design (www.cogdesign.com) creates engaging and intelligent design that shapes opinion and delivers results for clients in the cultural sector. Founded in 1991, the company has an unrivalled portfolio of projects: from international festival websites to major arts-centre rebranding; from exhibition publicity to the campaign to secure participants for Antony Gormley's Fourth Plinth project.
4. Secure database solutions have been donated by Purple Seven. Purple Seven are designing and building the database for the campaign as well as providing the technology for e-mailing such a large number of people. Purple Seven is a marketing analysis and integrated communications software company who specialise in the arts. They have developed a unique web based modular toolbox called Vital Statistics. <http://www.purpleseven.co.uk/>

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