

## NEWS RELEASE

### FOR IMMEDIATE RELEASE

#### **“ARTISTIC ECO-CULTURALISM”: GOVERNOR’S ARTS AWARDS GOES GREEN WITH RENEWABLE ENERGY, SUSTAINABLE PRACTICES**

*“Cost-Cutting Measures Also Reduced Ticket Prices*

PHOENIX, Ariz. (April 9, 2010): The streamlined 2010 Governor’s Arts Awards will not only save time and money for those coming to the event at the Orpheum Theatre on Monday, April 19, but also will cost less to produce and have a reduced environmental impact by using renewable energy and sustainable practices. Call it “Artistic Eco-Culturalism.”

With backing from “Sustainable Celebration Sponsor” Bank of America and power through APS Green Choice, the annual recognition for outstanding achievement and contributions to Arizona’s statewide arts and culture industry has put in place sustainable practices including:

- power for the event generated by renewable energy sources including solar, wind, geothermal, biogas and biomass
- using bio-based, biodegradable cutlery and serving ware for food and beverages
- printed invitations on 10% post-consumer content paper and used soy-based ink for invitations and event commemorative programs
- reducing the number of printed invitations through increased use of email and social networking
- serving locally produced seasonal fruits and vegetables, sustainably produced wines, fair-trade and shade-grown coffee, free-range hormone-free chicken and environmentally-friendly seafood
- donating all excess non-perishable food to WasteNot
- encouraging guests to recycle event-related paper products in containers placed at convenient locations at the Orpheum Theatre

“In planning this year’s event, we stepped back and looked at what we could do to make the evening more efficient from every perspective,” said Marci Rosenberg, associate director of Arizona Citizens/Action for the Arts which produces the Governor’s Arts Awards. “Our first priority was to cut the length of the event, with the philosophy that less is more. We’ve done that by keeping the awards presentation portion of the evening under an hour. Our next priority, although equally important, was to determine how we could be cost effective and design an exciting and relevant event that was mindful of the “Triple Bottom Line” - People, Planet, Profit.

Rosenberg said the nonprofit agency incorporated guidelines from the Green Meetings Industry Council and advice from the Arizona Green Chamber of Commerce to address

environmental issues, and added a new sponsorship opportunity reflecting the sustainability focus. Cost savings for attendees were achieved by reducing the price of single tickets and for event sponsors by eliminating the sit-down dinner in favor of an array of distinctive and filling appetizers. Rosenberg added, “Kudos to the Phoenix Convention Center and its caterer, Aventura Catering, for the sustainable event, food and beverage practices that are already part of their business models. That made it easy for the Governor’s Arts Awards to go green.”

“We know how valuable and important the arts and culture are to Arizona’s economy and quality of life,” she said. “So, too, is being environmentally responsible.”

Arizona Governor Jan Brewer will open the one-hour program, which begins at 7 p.m. following pre-event cocktails and hors d’oeuvres from 5:30 to 7 p.m. in the plaza adjacent to the theatre. A post-presentation dessert reception with Bossa Nossa, a lively Latin band is scheduled from 8-9 p.m.

The Governor’s Arts Awards are presented by Arizona Citizens for the Arts, the Arizona Commission on the Arts and the Office of the Governor.

In addition to presenting awards to nominees in five categories, Tucson resident Shirley Chann will receive the fifth annual Shelley Arts Advocate Award, named for Shelley Cohn, the former Arizona Commission on the Arts executive director.

Honorees in all categories will receive specially created wood pieces by Arizona artists. Individual tickets are \$150 per person.

For questions, additional information, purchase of sponsor packages with 10 tickets, or individual ticket purchases, call Arizona Citizens for the Arts at (602) 253-6535 or visit [www.GovernorsArtsAwards.org](http://www.GovernorsArtsAwards.org).

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**Arizona Citizens for the Arts**

Arizona Citizens for the Arts is the premier arts advocacy organization in Arizona dedicated to the mission of discussion and awareness of the importance and impact of the arts in achieving quality of life, educational excellence and economic health for all Arizonans and Arizona enterprises. For information visit [www.azcitizensforthearts.org](http://www.azcitizensforthearts.org)

**Arizona Commission on the Arts**

The Arizona Commission on the Arts is the state agency that connects artists and communities. The Commission features many diverse programs and services for Arizona residents. For information visit [www.azarts.gov](http://www.azarts.gov).