



FOR IMMEDIATE RELEASE

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October's Massive ARTS CRUSH Delivers 350 Free & Discounted Events by 200+ Arts Groups

Kickoff, Geocaching, and Weekly Launch Events Generate Momentum for Month-Long Festival

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| Kickoff & Visual Art Launch Event: | Oct. 3; 11 am–2 pm, Fisher Pavilion–Seattle Center |
| Music Launch Event: | Oct. 10; 12–3 pm, Henry Art Gallery–U District |
| Literary Launch Event: | Oct. 10; 1–8 pm, Elliott Bay Books–Capitol Hill |
| Theatre Launch Event: | Oct. 18; 5:30–9 pm, The Maxwell Hotel–Queen Anne |
| Dance Launch Event: | Oct. 24; 9 am–9 pm, American Dance Institute–Greenwood |
| The GeoCRUSH: Geocaching Arts Hunt: | Oct. 3–31; 20 caches with prizes—all over Puget Sound |

Seattle, WA—The participation forms are in. The website is live. The excitement is building. Hundreds of arts groups stretching from the South near Olympia to the North past Edmonds and East toward Issaquah and Redmond have joined in and submitted details for their fantastic ARTS CRUSH events. All event details are listed on www.artscrush.org including specifics for the weekly launch events, the Kickoff at Fisher Pavilion and the huge month-long GeoCRUSH, a Geocaching Arts Hunt.

Arts Crush Kickoff

Fisher Pavilion—Seattle Center

October 3

11 am–2 pm

Last year over 400 people lined up outside Fisher Pavilion to secure their tickets for the Free Night of Theatre. Approximately 600 people attended the Kickoff event and learned about the special one-day-only ticket discounts from the 46 arts organizations represented onsite. Games, food and free entertainment are all part of the mix and this year's expanded arts focus means almost 100 arts orgs are expected on site and three times the number of free tickets will be available. Play in the Arts Crush Photo Booth, make a GeoCRUSH travel bug, and enjoy a free concert by Caspar Babypants at 11 am. TPS expects a significant attendance jump and is preparing for a line-up to begin as early as 9 am.

Visual Arts Launch Event

Fisher Pavilion—Seattle Center

October 3

11 am–2 pm

As part of the Kickoff event, attendees can participate in the large scale community art project titled "What Does Art Mean to YOU?" Thousands of sticky notes will form a mosaic and a stop-motion film will capture the project's growth.

Music Launch Event

Henry Art Gallery— 15th Avenue Northeast, University of Washington

October 10

12–3 pm

Enjoy three hours of non-stop salon style music from some of the region's best classical musicians. Savor selections from well-known, and not-so-well-known composers amidst the brilliant art of the Henry Gallery. Musicians will rotate in every 10-30 minutes.

Literary Launch Event

Elliott Bay Book Company—1521 10th Avenue, Capitol Hill

October 10

1–8 pm (Kids & Families 1–5 pm; Adults 6–8 pm)

The Seattle Literary scene takes Capitol Hill by storm with readings, writings, music and more. Bring the kids for family friendly activities during the afternoon and stay for the evening when “The Novel Live” launches at 6 pm.

Storytime: 3–4:30 pm Local authors involved in Humanities Washington's Motherhead Program will read stories from around the world in "The Castle" upstairs at Elliott Bay Book Company. Each of the Storytime Sessions will last about a half hour and will include three different stories with their own Story Exploring handout plus a kit for making a Family Storybook.

Hands-on writing workshops: 1–5pm Writers-in-residence from the Writers in the Schools (WITS) Program at Seattle Arts & Lectures will offer four different hourlong workshops for school-age students in the downstairs "Reading Room" at Elliott Bay Book Company. Space is limited to 15 kids per workshop.

Workshop 1: 1–2 pm “Poetic Mashups” by Emily Bedard (Middle School)

Workshop 2: 2–3 pm “Hip Hop Poetry Remix” by Aaron Counts (High School)

Workshop 3: 3–4 pm “The Idea Jar” by Karen Finneyfrock (High School)

Workshop 4: 4–5 pm “Oh! The Shape I’m In! Shape Poems” by Ann Teplick (Elementary School)

The Novel: Live! Launch Party: 6–8pm Celebrate Reading, Writing, and the Joy of Books in the downstairs "Reading Room" at Elliott Bay Book Company. Seattle7Writers will launch their inaugural marathon writing event, The Novel: Live! Garth Stein will introduce the week-long event and the participating authors at the Book Week Launch Party, then turn the floor over to Nancy Pearl, the event's "Fairy God-Author." Nancy will auction off key elements of the novel-to-be, including character naming rights (even a character who must, somehow, get bumped off), the 36 Northwest authors will work into the story. A quick "shout-out" session of brainstorming from the audience will conclude this portion of the evening. S7W will have T-shirts and other swag on hand to give away for good suggestions.

Entertainment provided by the literary performance group The Vis-a-Vis Society and musician Laurie Katherine Carlsson.

Theatre Launch Event

October 18

5:30–9 pm

The Maxwell Hotel—300 Roy Street, Lower Queen Anne

Theatre Week starts off in style with a one-of-a-kind performance event and party. Three local playwrights will create new works written specifically for hotel rooms. Each room/play will be hosted by a local theatre company. Attendees can enjoy food, wine and entertainment in the Maxwell lobby throughout the evening. Showtunes and theater-inspired covers are performed by Obnoxiousaurus (Billie Wildrick and Josh Carter). Beginning at 6pm, hourly performance tours will begin, leading patrons on a dramatic journey through the hotel, peeking in on the secret lives of its guests.

Dance Launch Event

October 24

9 am–9 pm

American Dance Institute & Art on the Ridge—8001 & 8005 Greenwood Avenue, Greenwood

Throughout October, Art on the Ridge artwork will decorate the walls of their neighbor's dance studio. Then, on October 24, the walls come down (in theory) as these two Greenwood neighbors, American Dance Institute and Art on the Ridge crush their respective art forms together. From 9 am to 9 pm, the American Dance Institute hosts not 1, not 2, but 13 free dance classes! There are free parent-toddler classes and creative dance for preschoolers in the morning, and classes continue all day and night. The dance class marathon winds down in the evening with hip-hop, jazz and break dancing classes for teens and adults.

At 11 am, Art on the Ridge joins in with a free Dance Movement Sketch Class. Students sample a variety of sketching materials as they learn gesture techniques and combat the challenges of working with live moving models! At 3 pm, there will be a free Family Art Team event. Parents and their children get to explore art as a team and together families will create a dance inspired collaborative art piece.

The schedule of events are listed below. All classes meet the American Dance Institute. Classes marked with an asterisk (*) will meet inside the Art on the Ridge studio space.

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| Creative Dance (ages 3½–5), 9–9:45 am | Children's Modern (ages 8–12), 2:30–3:30 pm |
| Parent/Toddler, 9:45–10:30 am | *Dance Inspired Family Art Team Projects, 3–4 pm |
| Adult/Teen Intermediate Ballet, 10:30 am–12 pm | Children's Ballet (ages 8–12), 3:30–4:30 pm |
| *Dance Movement Sketch Class, 11 am–12 pm | Capoeira (ages 11–adult), 3:30–4:30 pm |
| Pre-Ballet (ages 5–7), 12–12:50 pm | Children's Hip-Hop (ages 8–12), 4:30–5:30 pm |
| Adult/Teen Beginning Modern, 12 pm–1:30 pm | Adult/Teen Hip-Hop, 5:30–6:30 pm |
| Adult/Teen Beginning Ballet, 1–2:30 pm | Break Dance (ages 11–adult) 6:30–7:30 pm |
| | Adult/Teen Jazz, 7:30–9 pm |

The GeoCRUSH

October 3–31

Times and locations vary. Details at <http://www.geocaching.com/geocrush>

Groundspeak, the location-based technology company in Fremont, is partnering with TPS and ARTS CRUSH to bring this outstanding high-tech arts-themed treasure hunt to the Puget Sound region. For this 29-day period, 20 art caches will be hidden at special arts-related sites throughout the region. Your job is to find them, log in, and experience the art! Prizes will be awarded at random and winners will be notified via e-mail. Aided by the game studio Lone Shark Games, ARTS CRUSH hopes to inspire and challenge diehard geocachers to explore all the arts this region has to offer. In turn, Groundspeak hopes to uncover treasure hunters among the tens of thousands of arts crushers.

How to get the FREE STUFF:

Attend the Kickoff Fair on October 3 at 11 am–2 pm

Meet ARTS CRUSH sponsors and participants. Catch free performances by Caspar Babypants and more. Pick up an event guide. Take advantage of special one-day discount offers from more than 80 regional arts groups, and most importantly be first in line to pre-register for “Free Night” tickets before the on-line web registration goes live at 6 pm on October 4!

Participate in GeoCRUSH on October 3–31

Arts treasure hunt details are listed at <http://www.geocaching.com/geocrush>. After players have logged in with an e-mail address at one or more of the 20 cache sites located in arts institutions around Puget Sound, winners will be selected at random (and notified via e-mail) of their free arts-related prize! Dozens of prizes will be awarded throughout the month.

Log on to www.artscrush.org on October 4 at 6 pm

That's when anyone that was not at the Kickoff event can sign up to receive the remaining free tickets that have been offered.

Pick up the Printed Guide in the Seattle Weekly on September 29

This complete guide will list everything going during ARTS CRUSH. It will also detail instructions on when and how to receive free passes for non-ticketed or “admission-based” venues. Each venue sets its own free offer guidelines. Codewords, time constraints, or restricted days may apply depending on the venue. Details are available in the ARTS CRUSH Guide which is also available at coffee shops, community centers, and libraries throughout the region or online at www.artscrush.org

About ARTS CRUSH

ARTS CRUSH reaches people in unique ways; through hands-on participation, once-a-year glimpses behind the scenes, and surprise arts experiences in unexpected places. In addition, ARTS CRUSH extends an open invitation to sample the abundance of arts and culture in our region by adopting creative pay-what-you will or discounted fee structures for traditional arts experiences.

2010 marks the inaugural year of ARTS CRUSH, a festival that grew out of TPS's highly successful Live Theatre Week (LTW) program. Given that the ARTS CRUSH festival is rooted in the theatre community, the majority of participants do come from the regional theaters. However, TPS has received hundreds of entries from the literary, film, dance, music, and visual arts communities. Museums, galleries, public art spaces, clubs, public

transportation stations, shopping malls, parks, community centers, movie houses, and even restaurants and bookstores have all signed on to host events. ARTS CRUSH will be everywhere!

Over Live Theatre Week's five-year history it engaged more than 12,000 people in the arts and hosted an average of 90 free events and performances each year. LTW managed an extensive marketing campaign and community outreach initiative. In 2009, the LTW campaign reached more than 2 million people and directly engaged over 4,000 participants at free performances, special events, and Family Day. With the massively expanded 2010 ARTS CRUSH scope, TPS expects those numbers to skyrocket.

The ARTS CRUSH goals are to:

- Build awareness of, and new audiences for, our region's arts organizations and artists.
- Encourage and facilitate the cultivation of community while strengthening neighborhoods.
- Provide access to underserved populations and extend invitations to infrequent arts attendees.
- Celebrate the arts and their presence and impact in our everyday lives.

ARTS CRUSH is made possible by generous support from Amazon.com, Boeing, Seattle's Convention and Visitors Bureau, Seattle Metropolitan Credit Union, Seattle Office of Arts & Cultural Affairs, 4Culture, DLA Piper and The Norcliffe Foundation. The ARTS CRUSH Kickoff Fair is co-sponsored by Seattle Center.

THEATRE PUGET SOUND (TPS) is a leadership and service organization founded in 1997 to advocate for the region's growing theatre community's causes and administer much-needed services. TPS is now the Northwest's premiere arts advocacy and leadership organization. TPS has a two-fold mission: To promote the spiritual and economic necessity of theatre to the public, and to unify and strengthen the theatre community through programs, resources, and services. TPS serves more than 1,600 theatre practitioners and 130 organizations within our region. In addition to ARTS CRUSH, TPS sponsors workshops and seminars, regional auditions, manages affordable rehearsal and performance space in the Seattle Center House, produces the annual Gregory Awards, and coordinates and promotes other events which strengthen and celebrate our local community.

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