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*For immediate release*

## **ArtsKC Launches ArtsKCGo.com Tomorrow** ***New Arts & Cultural Event Guide for the KC Metro Will Promote Local Arts & Culture***

**Kansas City Metro** (June 1, 2017) — ArtsKC – Regional Arts Council will officially launch ArtsKCGo.com to the public tomorrow. We'll celebrate with a public launch party tomorrow at the ArtsKC Gallery at 106 Southwest Blvd. from 6:30-9 p.m. The press is invited to attend the private launch party from 4:30-6:30 p.m. prior to the public event. During the private reception, our newly appointed President and CEO Dana Knapp will talk about the value of the website.

The new digital guide to arts and cultural events is a free service provided by ArtsKC to help local arts and cultural organizations increase audience engagement. The guide gives community members and tourists alike a "go-to" place to find events in one place. ArtsKC will add events to the guide throughout the summer, and beyond.

"ArtsKCGo.com is a fantastic, comprehensive new way to help Kansas City Ballet build audiences in the Kansas City area. Plus, it will be great for KC tourists to find out what's going on when they visit," said David Anderson, Director of Marketing for Kansas City Ballet.

In addition to arts organizations participating in making ArtsKCGo.com a success, the following funders are taking a leadership role in the investment of the digital guide: Bebe and Crosby Kemper Foundation, the City of Kansas City, Mo., DST Systems, Inc., the Francis Family Foundation, Muriel McBrien Kauffman Foundation, The Neighborhood Tourist Development Fund of Kansas City and The Richard J. Stern Foundation for the Arts.

Megan Crigger, Director of the Office of Culture and Creative Services for Kansas City added: "The City of Kansas City, Mo. is pleased to support ArtsKCGo.com. This guide directly aligns with the City's Cultural Plan goals to increase access to arts and cultural activities and resources for residents and visitors throughout the city."

"ArtsKCGo.com offers arts and cultural organizations of every size an additional, equitable platform for promoting their events," said Brad Douglas, Chairman of the ArtsKC Board. Knapp added: "We want ArtsKCGo.com to be an inclusive initiative, which reflects the community-minded nature of ArtsKC—we're here to be a central resource."

In addition to launching with an events guide, ArtsKC plans to add other components to the website including an artist directory, a public art directory, an arts education resource for schools, parents and other teaching organizations, plus a classifieds section to list items such as local auditions.

### **About ArtsKC – Regional Arts Council:**

ArtsKC is a regional nonprofit arts council that promotes, supports and advocates for the arts across a five-county region. We promote art in all its forms, including events, performances, exhibits, music, theater, visual art and poetry. We support arts organizations, individual artists and arts programs of every size by awarding more than 100 grants annually to help fund their missions and projects. We advocate for the arts by bringing together key constituents to lobby for increasing arts funding and by fighting for issues that advance the arts. The mission of ArtsKC - Regional Arts Council is to unleash the power of the arts. Please visit [www.ArtsKC.org](http://www.ArtsKC.org) for more information on the Council and visit [ArtsKCGo.com](http://ArtsKCGo.com) to view the new website.

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