

A message for Arts Patrons and Subscribers:

There is a new connection in town, one that will benefit local arts groups as well as the community!

THE CULTURAL CONNECTION is the result of several arts group meetings hosted by Creative Arts and Reading Community Television (RCTV) to spur greater collaboration and coordination among local arts groups, one more step towards improving their collective impact and increasing benefits to the area.

Creative Arts and RCTV have been meeting with local cultural groups such as the Reading Symphony Orchestra, Reading Civic Concert Band, Reading Art Association, Reading Community Singers and the Colonial Chorus to seek their support and input, and invite them to become part of **THE CULTURAL CONNECTION**.

THE CULTURAL CONNECTION's first project is a web-based calendar for the joint scheduling and promotion of local arts events, designed and maintained by RCTV.

In addition, Creative Arts & RCTV have worked together over the last year with the vision of creating a united arts community that may one day have a home of their own. In June, Creative Arts received a private grant to explore the feasibility for shared space and a RCTV partnership that may eventually lead to a **Community Center for Art, Culture and Technology**. They have been meeting with community leaders and developers to share the data from their joint feasibility study on the requirements of such a Center. There has been interest and enthusiasm about the project, and the organizations continue to seek more community input and support.

A **Community Center for Art, Culture and Technology** will make Reading a regional hub for the arts! This center would offer area arts groups access to new storage, rehearsal and performance space, office space, shared media capabilities, gallery space, and a public function area.

Tune into the **Reading Selectmen's meeting on Tuesday September 12th** to see Creative Arts and RCTV present their feasibility study to the public. The presentation is scheduled for 9:00 p.m. You can voice your support for this project by emailing Reading Selectmen at the address below:

selectmen@ci.reading.ma.us

Significant research indicates that artistically rich regions produce more well-rounded and motivated public school students, more robust economies, and communities that are better able to perceive and solve difficult problems.

- Studies reveal that children who participate in the arts are more likely to have higher aptitude test scores, receive academic honors and awards, and perform more community service.
- Research suggests that arts and cultural activities help to connect communities by bridging socio-economic, cultural and affinity group differences.

For more information contact:

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or contact

RCTV's Executive Director Phil Rushworth at 781.944.8888 or phil@rctv.org

If you find this intriguing, please forward this message to your network of friends, family and colleagues. Thank you!

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