



For more information:
Linda Edelstein, Chief Operating Officer
United Performing Arts Fund
414-270-4486 office
414-704-9115 cell

FOR IMMEDIATE RELEASE

United Performing Arts Fund Launches "I ♥ Art" *Public Encouraged to Capture Art Via Photos*

Milwaukee, WI (February 13, 2012) – Art is around us everyday and everywhere, from people to places to things. To celebrate the artistic talent and beauty in our community, the United Performing Arts Fund (UPAF) is pleased to announce the "I ♥ Art" program – an initiative that celebrates the arts. The goal is to raise public awareness about the multitude of ways art enriches our lives on a daily basis.

UPAF encourages the public to capture through photography what they personally define as art and share the images via social media in connection with UPAF. "The Milwaukee area is rich with artistic expression and inspiration that enhances our lives every day, yet so often we rush right by it. Pause a moment, appreciate what you find beautiful – be it some form of nature or architecture, a painting or sculpture, a dancer or musician – and share it with us. Beauty is in the eye of the beholder. What do you find beautiful?" inquired UPAF President & CEO Deanna Tillisch.

Participants can share "I ♥ Art" photos through:

- **Facebook:** by posting photos on UPAF's Facebook page (go to United Performing Arts Fund's page and clicking "upload a photo") Please label your photos with "I Heart Art", identify the image and where you saw it.
- **Email:** by sending photos to art@upaf.org (UPAF will then post the images to Facebook).
- **Twitter:** Using the hashtag #upaf.

Art is all around us. Find it. Capture it. Share it.

The "I ♥ Art" program runs in conjunction with the United Performing Arts Fund's 2012 Campaign to benefit 36 local performing arts groups. Photos submitted by March 31 will be featured at the UPAF 2012 Campaign Kick Off event on April 4, however images are welcome through the duration of the UPAF's Campaign (scheduled to close on June 26). More information is available at www.upaf.org. Individuals sharing photos by March 31, 2012 will be entered into a drawing to win a pair of tickets to an upcoming Milwaukee Repertory Theater performance.

About UPAF:

The United Performing Arts Fund (UPAF) is a nonprofit, umbrella organization that supports 36 performing arts groups through its annual fundraising campaign. The organization's mission is to secure community resources, promote the performing arts as a regional asset and improve the quality of life through responsible investment in and financial support of the performing arts in southeastern Wisconsin. Our vision is to shape a diverse, vibrant and sustainable cultural life for all. For more information about UPAF and for UPAF Member and Affiliate season schedules and ticket information, please visit www.upaf.org.

###