



THE CITY OF SAN DIEGO

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MTS ORANGE LINE GETS MORE COLORFUL

National Endowment for the Arts Grant Funds Moving Mural Promoting Arts and Culture

FOR IMMEDIATE RELEASE San Diego (June 8, 2011) - The City of San Diego Commission for Arts and Culture and the San Diego Foundation have partnered to assist nonprofit arts and culture organizations survive the economic downturn and thrive in a new world economy. A major component of this "Survive and Thrive" initiative is a regional marketing campaign designed to encourage audience members and donors to support the region's artistic programs.

A recent grant from the National Endowment for the Arts helps supports the latest marketing initiative - the wrap of an MTS Trolley car with arts and culture images and messaging. "This national funding enables us to continue to build momentum and drive traffic to sandiego.org/arts – the main feature of our collaborative marketing partnership with the San Diego Convention and Visitors Bureau to help San Diego's nonprofit arts and culture organizations increase access and participation during these challenging economic times," said Victoria Hamilton, Executive Director, City of San Diego Commission for Arts and Culture.

The Arts and Culture Trolley wrap will be featured during the Annual Americans for the Arts Convention, June 16-18, 2011. "The San Diego Trolley Wrap Program is an incredible opportunity to use our light rail



system to get our message out to the community in a highly visible and creative way and provide wide exposure for San Diego's vibrant arts and culture throughout the month of June," added Hamilton.

The campaign, created by local advertising agency Departure, plays off the familiar phrase MORE BANG FOR YOUR BUCK and features local arts and culture images

and a tag lines including MORE AWE, MORE BEAUTY and MORE CURIOSITY FOR YOUR BUCK. This installment promises MORE PARADISE FOR YOUR BUCK and is designed to drive traffic to www.sandiego.org/arts for complete arts and culture calendar listings and timely articles. The campaign reinforces the message that San Diego Arts and Culture is entertainment that has value.

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The artwork on the Trolley ties to a year-long tribute to “Paradise Found” featuring events, exhibitions, festivals and performances that capture the adventurous spirit of discovery. All year, events, exhibitions and performances celebrating **exploration, imagination, innovation, creativity and the pursuit of paradise** will be featured. The Trolley wrap image is a detail from *La Boudeuse*, Paul Gauguin, 2011©The Kelton Foundation and is featured in “Cook, Melville and Gauguin: Three Voyages to Paradise” at the Maritime Museum of San Diego through January 1, 2012. An accompanying social media promotion will encourage locals and visitors to capture the moving mural on camera and submit their photos to the “San Diego Arts & Culture” Facebook page.

Support for this initiative is provided by the City of San Diego Commission for Arts and Culture San Diego, Convention and Visitors Bureau, California Arts Council, National Endowment for the Arts, San Diego Foundation, San Diego Grantmakers and other funders.

*The mission of the **City of San Diego Commission for Arts and Culture** is to vitalize the city by integrating arts and culture into community life while supporting the region’s cultural assets and showcasing San Diego as an international cultural destination. For more information call (619) 236-6778 or visit www.VibrantCultureVibrantCity.com*

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