



ARTS ARE ESSENTIAL. LEARNING IS CRITICAL. ARTS IN LEARNING IS TRANSFORMATIVE.

FOR IMMEDIATE RELEASE

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Contact: Adrienne Valencia, Executive Director

adrienne@artsedsd.org

619.550.3068

San Diego, CA - Arts for Learning San Diego, a Young Audiences affiliate, has announced today that the organization will begin operating under a new name and will be known as **Arts Education Connection San Diego (AECsd)**. Along with this change, a new logo has been revealed and a new website has launched. This rebranding strategy reflects both the evolution of the organization as well as its vision for the future. The organization's mission and staff have not changed.

With a history of quality programming that dates back to 1963, AECsd is the county's oldest non-profit organization that focuses specifically on arts education. Says executive director Adrienne Valencia, "Today marks a significant point in our history. After the events of 2020 and continuing into 2021, we have done a great deal of soul searching as an organization. We have gotten feedback from our constituents, and we have a greater understanding of our place in the San Diego arts education community. We know that it is the connections that we provide that make our work meaningful."

AECsd board president Jamey Murphy adds, "Our mission has not changed. We will still provide programs that inspire students of all ages to reach their full potential through the arts. Our focus will remain local in San Diego. Our purpose is championing the message that every act of art counts. As a connection between Arts and Education, we show the ripple effect of what art can do for local students. We will ensure that art leads conversations."

Designed by Kendall Pata at Type A Creative in Santa Barbara, CA, the new logo is bright, bold, colorful and modern. The concentric circles represent the "ripple effect" that AECsd programs have on students, classrooms, schools, and communities. The mix of warm and cool colors expresses the dual nature of the work AECsd does: our programs are creative, flexible, and innovative, and our organization is structured, stable, and dependable.

The rebranding and organizational transformation is being supported by a generous grant from the Conrad Prebys Foundation as part of their summer grant cycle. "Conrad found incredible joy in supporting the visual and performing arts during his lifetime and was a fervent patron of all forms of art," said Tony Cortes, board chair of The Conrad Prebys Foundation. "From music and art to theatre and dance, he was moved by the immersive experiences the arts provide and would be delighted to see

Arts Education Connection San Diego provides high-quality education programs that inspire students of all ages to reach their full potential through music, dance, theater, visual art and literary arts.

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the impact these grants will have in providing similar inspiration to individuals throughout the San Diego community.”

The organization is planning a community-based event in the near future to launch the new brand.

About Arts Education Connection San Diego:

Since 1963, Arts Education Connection San Diego has delivered a rich variety of arts education programs to San Diego students and communities through performances, workshops, residencies and professional learning opportunities, connecting young people to their cultural roots and creative wings. Arts Education Connection San Diego engages professional teaching artists to provide high-quality arts-based educational programs in five art forms for students, educators, families and communities; advocating for, leading and advancing education in and through the arts. We envision a world where all students, families and communities imagine, create and thrive through the arts. To learn more about Arts Education Connection San Diego visit www.artsedsd.org.

About the Conrad Prebys Foundation:

The Conrad Prebys Foundation was established by real estate entrepreneur Conrad Prebys to perpetuate his commitment to philanthropic endeavors. The Conrad Prebys Foundation inspires transformational change by funding projects in alignment with Conrad Prebys’ legacy interests and continuing his efforts that spark meaningful advancement in our communities. For more information, visit www.ConradPrebysFoundation.org.

About Type A Creative:

Based in Santa Barbara, CA, Type A Creative is a full-service, boutique creative agency. Specializing in print design, Type A Creative offers the range of services and skills of a larger creative agency with the flexibility and one-on-one attention that only a boutique agency can provide. For more information, visit <https://type-a-creative.com>.

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