



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

For Immediate Release

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**ARTS EDUCATION CONNECTION SAN DIEGO LAUNCHES HOLIDAY CARD LINE
A SPECIAL FUNDRAISER FOR THE HOLIDAY SEASON**

SAN DIEGO - Arts Education Connection San Diego (AECSD) announces a special holiday fundraiser for the 2021 Holiday Season. For the second year in a row, they have launched their own line of inspiring holiday cards, featuring hand-crafted Nativity scenes. These warm and wonderful images are from the collection of former AECSD board member Barbara Garcia and her husband David. Proceeds from the sales of the holiday cards will go to support AECSD online and in-person programming for students and their families.

The Garcias have been collecting nativity scenes and other Mexican folk art for more than 20 years. They have traveled to approximately 80 remote places within Mexico to find unique and unusual works created by local artisans. It was in Guadalajara that they found their first Nativity. "My mom always took out one Nativity set that she had very reverently every year and set it up, and it just brought back that memory," says Barbara. "We want to share our collection with people and help support this worthy cause."

"In 2019, the Garcias graciously opened up their home to the public as our holiday fundraiser, so that people could see these art works in person," says AECSD executive director Adrienne Valencia. "We created these cards as a lasting way for people to continue enjoying them."

Barbara and David curated the five Nativity scenes chosen to be featured on the holiday cards. The objects were professionally photographed, and orders will be fulfilled by Jenny Did it Notecards out of Kirkland, WA. "This project has been a labor of love and a collaboration among our family members," stated Valencia. "The photographer is married to one of our program managers and my cousin and his wife run the greeting card company that will be producing the cards."

Arts Education Connection San Diego has also produced a short video, available on the AECSD website, where Barbara and AECSD Program Manager Keri Jhaveri have a casual conversation about the works. Viewers will learn more about the artists' background, creative process and use of materials. <https://youtu.be/hpd15-n0k7M>. The cards can be purchased individually for \$3.50 each, plus shipping. Orders of five or more cards will receive free shipping. For complete information and to purchase, visit <https://artsedsd.square.site/>.

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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About Arts Education Connection San Diego

Since 1963, Arts Education Connection San Diego (formerly known as Arts for Learning San Diego) has provided a wide array of arts-based education programs to students of all ages in schools and community venues. Arts Education Connection San Diego engages professional teaching and ensemble artists to provide high-quality arts based educational programs in all art forms for students, educators, families and communities; advocating, leading and advancing education through the arts. They envision a world where all students, families and communities imagine, create and thrive through the arts. www.artsedsd.org

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IMAGES



Sacred Family



Fantasy Ocean
(detail)



Rabbit Nativity



Nativity



Airplane Nativity

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