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Cortana Celebrates 20 Years of the Arts
Event Highlights Arts and Artists in Baton Rouge

BATON ROUGE (May 18, 2005) – The Community Fund for the Arts and The Mall at Cortana team up during this twentieth anniversary year of CFA to showcase the arts and artists in Baton Rouge and celebrate the agency’s growth. “Cortana for the Arts” will be held on Sat., June 18, 2005, from 10 a.m. to 5 p.m. in the corridors and on the stages of Cortana.

“A thriving community arts program is vital to our quality of life in Baton Rouge,” said Genny Nadler Thomas, Arts Council president and CEO. “This event allows us to show how much our organizations have grown in the last 20 years and ensure their future success by gaining new supporters.”

Fourteen arts organizations will be featured in workshops, hands-on art activities, storytelling and performances throughout the day. They include Arts Council of Greater Baton Rouge, Baton Rouge Ballet Theatre, Baton Rouge Gallery, Baton Rouge Little Theater, Baton Rouge Symphony, Louisiana Sinfonietta, Of Moving Colors Productions, Playmakers of Baton Rouge, Swine Palace Productions and WRKF Public Radio.

“We’re honored that these incredible artists, performers and organizations wanted to showcase their commitment to the arts here at Cortana,” said Vicki Conley, mall marketing director. “We fully support the cultural enrichment they bring to Baton Rouge and anticipate a great day of fun and education for the entire community.”

Guests will also have the opportunity to purchase CFA’s “Art Card.” The \$30 card entitles the holder to various discounts at art and cultural activities in the Baton Rouge area. As an added incentive, Cortana officials are providing a free lunch to anyone who buys a card during the celebration.

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Cortana for the Arts

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Throughout the past 20 years, CFA has raised \$8,676,753 for operational support to 14 local arts and cultural groups. Collectively, those organizations provide learning experiences for more than 200,000 children, hundreds of performances, programs and services for those with disabilities, and more than 1,000 performances to nearly 1 million audience members.

Some of the activities planned for “Cortana for the Arts” day are:

- Come face to face with Peter Pan and the sinister Captain Hook and see excerpts from Baton Rouge Little Theater’s upcoming production of *Peter Pan*.
- Be enchanted by story telling from Playmakers.
- Get your chance to play an instrument at a “Symphony Petting Zoo” as members of the Baton Rouge Symphony demonstrate how to play everything from a tuba to a piccolo and give you the opportunity to try.

About The Community Fund for the Arts

The Community Fund for the Arts (www.artsbr.org) is a united fundraising campaign that provides operational support to 14 arts organizations in Baton Rouge. The CFA, led by a cabinet of business and community leaders, helps keep dancers on their toes, actors strutting across the stage, and the citizens of the Capital City immersed in culture. For further information about giving, call Paige Parsons Gagliano at 344-8558.

About The Mall at Cortana

The Mall at Cortana (www.themallatcortana.com) is a single-level, 1.6 million-square-foot super-regional shopping center located at the intersection of Airline Highway and Florida Boulevard in the heart of Baton Rouge. Since its opening Aug. 6, 1976, The Mall at Cortana has enjoyed the distinction of being the predominant shopping center in the 13-parish southern Louisiana area.

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THE TWANGS OF NEW YORK

Country themed *Pump Boys* originated in Big Apple, now coming to Swine Palace.

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ROAD READING

Children's travel books can help on vacation drives.

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JUNE 12, 2005

Arts groups reaching out with performances, booths at Cortana June 18

BY GREG LANGLEY

Newsfeatures assistant editor

You don't know how important arts are in Baton Rouge? Does someone have to draw you a picture?

The Arts Council of Greater Baton Rouge will be happy to do just that at The Mall at Cortana Saturday, June 18. From 10 a.m. to 5 p.m., 14 arts organizations will set up at tables and booths in the mall concourse to reach out to the public with information about their work.

"It's a Community Fund For The Arts deal," said Paige Parsons Gagliano, development director for the Arts Council.

"Each of the groups will be represented on Saturday the 18th. Each group will have tables. We'll also have performances on the

SCHEDULE OF EVENTS

AT CORTANA FOR THE ARTS

11 a.m. — Playmakers

Noon — Symphony Petting Zoo

1 p.m. — Baton Rouge Little Theater, *Peter Pan*

2 p.m. — Baton Rouge Ballet

3:30-4:15 p.m. — Of Moving Colors

stage in front of J.C. Penney all day long, from arts organizations. At the tables, you can find information about them (arts organizations). Swine Palace will have actors dressed up. Playmakers will have characters," Gagliano said. "The Arts Council is one of the recipients of the CFA, and we're going to have two artists, a caricaturist and a pottery wheel so kids can come and get caricatures done and also pottery. That's going to be

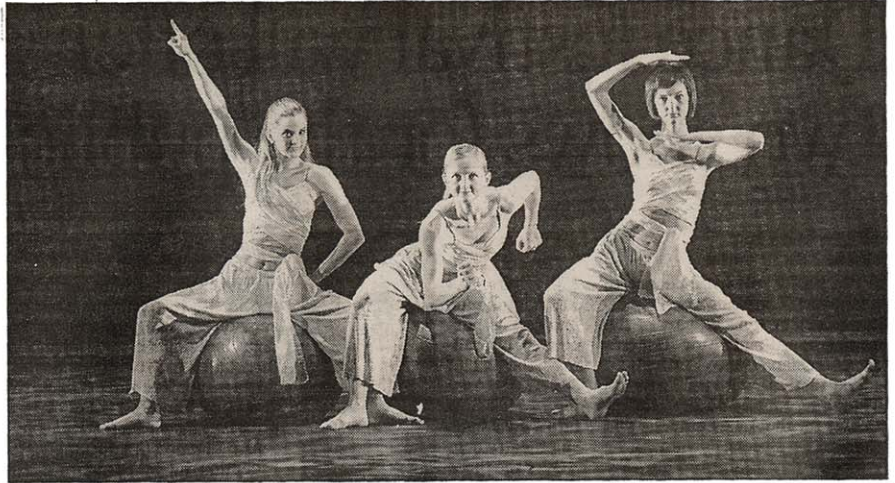


Photo provided by the Arts Council of Greater Baton Rouge

Dancers from Of Moving Colors Productions will perform 'Shall We Bounce?' at 3:30 p.m. Saturday, June 18, at the Mall at Cortana. From left, are Lauren Vendt, Bethany Jones McCullough and Carrie Cliburn. Also dancing Saturday is Leslie Malick with McCullough and Cliburn.

wonderful."

You might say it's a chance for arts groups to blow their own horns. But at least one group does-

n't mind if you blow their horns too. In the "Symphony Petting Zoo" members of the Baton Rouge Symphony, one of the participating arts

organizations, will be on hand to demonstrate how their instru-

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ments are played and to give visitors an opportunity to try a tuba or other instrument.

If that doesn't strike a chord with you, how does free lunch sound?

"And you can also buy the arts card for \$25. That's over \$200 in savings to all the arts groups. You have two-for-one tickets. Admission to Baton Rouge Gallery is one of them. Foundation for Historic Louisiana has a percentage off in their gift shop as well as free tours. LASM offers one-time free admission (for two) to their planetarium," Gagliano said. And, she added, if you buy the credit-card sized art card, The Mall at Cortana will provide a free lunch for you at Chick-Fil-A. In addition to the other discounts, the Art Card will get you discounts from Baton Rouge Ballet Theatre, Baton Rouge Little Theater, Baton Rouge Symphony, Friends of Magnolia Mound Plantation, Louisiana Sinfonietta, Of Moving Colors Productions, Playmakers of Baton Rouge, Swine Palace and WRKF.

"What's really great is that each of these groups will be selling these arts cards, and the arts organization that sells the most arts cards will receive \$500 from Cortana just for themselves. One hundred percent of the proceeds go to the Community Fund For The Arts," Gagliano said.

The staff at The Mall at Cortana came up with the idea for the event, Gagliano said.

"Vicki Conley at Cortana Mall is just incredible. We met about what we could do together because they're so good with community relations. And she said, 'let's do an arts fair.'"

"It's going to be a lot of fun," said Conley, The Mall at Cortana's marketing director.

"We started two years ago, the 'Unexpected Extra' campaign. That wasn't just about buying and selling, it was about providing shoppers with a little something extra when they come here. Cortana for the Arts is an extra that's good for the community.

"What's good for Baton Rouge is good for Cortana."

The 14 organizations who will have tables or booths at the event are the Arts Council of Greater Ba-

ton Rouge, Baton Rouge Ballet Theatre, Baton Rouge Gallery, Baton Rouge Little Theater, Baton Rouge Symphony, Louisiana Sinfonietta, Of Moving Colors Productions, Playmakers of Baton Rouge, Swine Palace Productions and WRKF.

The purpose of the Arts Council of Greater Baton Rouge is to "take the funds from the Community Fund For The Arts and allocate it to the groups. Over the past 20 years, we've raised over \$8 million for arts organizations," Gagliano said. The CFA is "the United Way for the arts in Baton Rouge," she said.

Among the costumed characters wandering the mall will be some of the cast of Baton Rouge Little Theater's *Peter Pan*. They're hoping to get more people hooked on the arts. Organizers expect a good crowd. Gagliano pointed out that

it's the last shopping day before a big holiday.

"You've got to come get your Father's Day present anyway," she said.