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FOR IMMEDIATE RELEASE

7 Stages opens its doors to give Access to the Arts

ATLANTA, GA – Occupy Wall Street and Occupy Atlanta are on everyone's lips. People across the country are speaking out about what they need and what they want and the arts buying community is no exception. During a time of economic turmoil 7 Stages is offering accessibility to their thought-provoking and edgy programming.

Starting November 1, 2011, 7 Stages will provide a limited number of \$10 tickets to students, first time theatre goers and patrons in financial need. "We hope this program will ease the financial strain of some of our underserved patrons." says Headrick, Director of Finance and Operations for 7 Stages. "We do so many shows about classicism we do not want to exclude any one from seeing our work due to the cost of a ticket."

According to a recent study entitled "Fusing Arts, Culture and Social Change: High Impact Strategies for Philanthropy" by Holly Sidford, only 10 percent of grant dollars made to support the arts (such as visual arts, performing arts and museums) explicitly benefit the poor, ethnic and racial minorities, the elderly and other marginalized populations. Less than 4 percent of grants dollars support advancing social justice goals through the arts.

Further, 55 percent of arts grants go to organizations with budgets greater than \$5 million, which represent less than 2 percent of the more than 100,000 arts and culture nonprofits. Recent research demonstrates that the primary audience of these large institutions is predominantly white and upper-income.

"Culture and the arts are vehicles for expressing our struggles and accomplishments, our identity and hopes for the future as individuals and as a society," said Sidford, a consultant to cultural organizations and philanthropists. "When philanthropy ignores the breadth of artistic practices taking place today, it ignores large segments of our society and misses the tremendous opportunities to help build and strengthen our communities, fight for justice and protect our democracy."

7 Stages Access to the Arts tickets will be available for all remaining performances in 7 Stages' 2011-12 season. These tickets may be purchased at the box office or by calling 404.523.7647. The tickets will be sold on a first come first served basis.

"Fusing Arts, Culture and Social Change" is available on NCRP's website at <http://www.ncrp.org/paib/arts-culture-philanthropy>.

About 7 Stages

The name is derived from the ancient book of **I Ching, The Book of Changes** (#24, Turning Point). 7 Stages Theatre has been bringing local and international emerging artwork of social, political, and spiritual importance to Atlanta audiences for over 32 years. Artists in performance, musical, visual and the spoken arts have found the organization a haven in the support and development of new works and methods of collaboration.

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For additional information on Access to the Arts or to schedule an interview, please contact Charles Swint at charles@7stages.org or 404.522.4755.