



FOR RELEASE:
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We Are Dallas Arts Initiative Welcomes Audiences Back

29 Dallas Groups Collaborate to Proclaim the Arts are Back!

(DALLAS) Arts and culture are back in Dallas! And the city's diverse arts community has launched an initiative, ***We Are Dallas Arts***, urging audiences and patrons to return and again enjoy live, in-person cultural experiences.

"We all took a serious hit during the pandemic when our venues and spaces closed and audiences stayed home," said Lily Weiss, executive director of the Dallas Arts District who helped spearhead the effort. "But now, with the holidays ahead and safety protocols in place, people are ready and eager to return, and we want everyone to know - we're open and ready to welcome them back!"

In this unprecedented collaboration, twenty-nine nonprofit organizations joined forces to create three ***We Are Dallas Arts*** video spots for social media and broadcast. The 15-, 30-, and 60-second spots reflect the wide range of artists, genres, art forms and venues in the diverse and vibrant Dallas cultural community. Organizers say it is unique, pioneering, and forward-thinking in its inclusivity of Dallas.

"This is a natural outgrowth of the tremendous cooperation between our groups throughout the pandemic," said Weiss. "Individually, most of our organizations would not have the resources to do this alone. But together, we realized we could make a strong statement about our community - that Dallas culture is back - and these spots will help spread the word!"

The spots will be shared through social media channels and by participating broadcast media. They refer viewers to www.WeAreDallasArts.org and the Culture Calendar, a comprehensive listing of upcoming programs and events presented by the Dallas nonprofit arts community. The calendar is powered by KERA's Art&Seek and managed by the AT&T Performing Arts Center. The high-energy spots include video and photography of local arts groups. Two veteran Dallas actresses provided the voiceover work. Liz Mikel recorded the English version and Christie Vela the Spanish version. A task force of community arts leaders worked with a media firm to create this campaign in less than a month.

During the pandemic, the arts community collaborated to create comprehensive Covid-19 safety protocols for reopening. They cooperated on surveys to track the devastating impact of the pandemic: \$95M in economic losses, more than 1,000 jobs lost, and three million in lost attendance. They

collaborated to advocate for government financial resources. They even worked together to find the best prices on things like air filters, hand sanitizer, and masks. The community credits its survival to funding support from patrons; city, state and federal government; private, corporate, and foundation philanthropy; and the community's willingness to work together.

"This 'can do' spirit and the collaborative support of each other is why the Dallas arts community has survived these last 20 months," said Weiss. "And with one voice, we are saying, the arts are back – come out and let your spirit soar!"

Participating Cultural Arts Organizations:

1. [Anita N. Martinez Ballet Folklorico](#)
2. [AT&T Performing Arts Center](#)
3. [Bandan Koro African Drum and Dance Ensemble](#)
4. [Bishop Arts Theatre Center](#)
5. [Bruce Wood Dance](#)
6. [Crow Museum of Asian Art](#)
7. [Dallas Arts District](#)
8. [Dallas Black Dance Theatre](#)
9. [Dallas Chamber Symphony](#)
10. [Dallas Museum of Art](#)
11. [Dallas Summer Musicals](#)
12. [Dallas Symphony Orchestra](#)
13. [Dallas Theater Center](#)
14. [Dallas Winds](#)
15. [Fine Arts Chamber Players](#)
16. [Greater Dallas Youth Orchestra](#)
17. [Dallas Holocaust and Human Rights Museum](#)
18. [Klyde Warren Park](#)
19. [Nasher Sculpture Center](#)
20. [Perot Museum of Nature & Science](#)
21. [Sammons Center for the Arts](#)
22. [Shakespeare Dallas](#)
23. [Sixth Floor Museum](#)
24. [Teatro Dallas](#)
25. [Texas Ballet Theater](#)
26. [Theatre 3](#)
27. [TITAS | DANCE UNBOUND](#)
28. [Turtle Creek Chorale](#)
29. [Visit Dallas](#)

Media Links:

Culture Calendar

www.WeAreDallasArts.org

Video Spots

The :30 can be viewed on the Dallas Arts District home page (www.DallasArtsDistrict.org). Many participating groups will host the video as well. They can be viewed individually below.

[:15 Spot \(English\)](#)

[:15 Spot \(Spanish\)](#)

[:30 Spot \(English\)](#)

[:30 Spot \(Spanish\)](#)

[:60 Spot \(English\)](#)

[:60 Spot \(Spanish\)](#)

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