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**KEEP JERSEY ARTS ALIVE UNDERSCORES IMPORTANCE OF CREATIVE COMMUNITY TO NEW JERSEY
AND PANDEMIC RECOVERY**

Digital campaign illustrates the impact of the arts on NJ's economy, education, wellness, and more

BURLINGTON, N.J. (July 27, 2020) – The ArtPride New Jersey Foundation announces the launch of Keep Jersey Arts Alive – a digital campaign that highlights the importance of the arts in New Jersey and why the industry's survival is critical to the state's overall recovery. The initiative was created in partnership with the New Jersey State Council on the Arts and a group of industry leaders.

"Arts workers and organizations are valued members of the New Jersey family, and their recovery from the impact of COVID-19 is essential to our shared future in the Garden State," said Tahesha Way, Esq., New Jersey Secretary of State. "New Jersey's arts sector and artists enrich our lives and communities, and I'm thrilled that the Keep Jersey Arts Alive initiative will celebrate our arts industry."

According to KeepJerseyArtsAlive.org, New Jersey's nonprofit arts sector generates more than \$662 million for the state's economy, brings 8.3 million people to its downtowns, and fuels 22,000 jobs. The arts are also a critical component to education, providing essential skills that prepare 1.1 million students to become 21st century leaders, and supporting the health and wellness of the entire state.

"A comprehensive recovery is one that positions the arts industry to endure this crisis and continue to provide opportunities for safe and meaningful connection for New Jersey communities, families, and individuals," said Allison Tratner, Executive Director of the New Jersey State Council on the Arts. "From economic revitalization and jobs, to fostering dialogue and unity in the face of issues of social injustice, the arts are a critical tool for action and change as our state works to rebuild."

The Keep Jersey Arts Alive website offers videos and state- and county-wide impact data to illustrate how the arts affect every corner of the state. Its [newest video](#) outlines how New Jersey's creative community is working to improve health and well-being during the coronavirus pandemic by creating activities for children, making protective wear for frontline workers, and collaborating with partners to address food insecurity.

"The arts contribute greatly to our communities, and, while most physical doors are still closed, cultural groups continue to find creative ways to keep our minds and bodies strong," said Adam Perle, President & CEO of the ArtPride New Jersey Foundation. "We look forward to when we can all gather safely, but, until then, we must work together to keep Jersey arts alive."

For more information, visit KeepJerseyArtsAlive.org.

About the ArtPride New Jersey Foundation

The ArtPride New Jersey Foundation is a 501 (c)(3) organization that promotes the value of the arts to New Jersey's quality of life, education and economic vitality through research and a variety of programs and services. For more information about ArtPride, visit www.ArtPrideNJ.org.

About the New Jersey State Council on the Arts

The New Jersey State Council on the Arts, created in 1966, is a division of the NJ Department of State. The Council was established to encourage and foster public interest in the arts; enlarge public and private resources devoted to the arts; promote freedom of expression in the arts; and facilitate the inclusion of art in every public building in New Jersey. The Council receives direct appropriations from the State of New Jersey through a dedicated, renewable Hotel/Motel Occupancy fee, as well as competitive grants from the National Endowment for the Arts. To learn more about the Council, please visit www.artscouncil.nj.gov.

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