

MINDS WIDE OPEN unveils a new website

The MINDS WIDE OPEN marketing team has redesigned the website www.vamindswideopen.com. The new site features a Participant Toolkit that includes participation guidelines, registration instructions, downloadable logos, text descriptions and much more.

261 DAYS UNTIL THE CELEBRATION!

We are less than ten months away from the opening of MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts*. If you have not yet posted your MINDS WIDE OPEN event, complete instructions of how to do so are on the website. If you have posted your event, please take a moment to check your calendar listing for accuracy.

Help spread the word by forwarding this message to artists and organizations across the state.



You're Invited!

Join Us in Celebrating *Women in the Arts* in Virginia

MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts* is the first statewide celebration of its kind. Between March and June of 2010, hundreds of special programs and events will occur across the Commonwealth to honor contributions by women to arts and culture.

Goal: *To raise public visibility of the size and scope of the arts and cultural industry in Virginia, while building collaborations and partnerships among the arts and cultural organizations across the Commonwealth.*

From visual and media arts to literary and performing arts—Virginia artists, museums, cultural groups, colleges, commercial art galleries, libraries and others are invited to join in the celebration.

How can I participate?

Whether you're an individual artist or a large organization, it's easy. Simply present at least one public program—including art exhibitions, plays, choreography, compositions, and photography or films—that's either been created by a woman/women or features a woman/women as the primary focus. Programs must be presented between March 1 and June 30, 2010. There is no charge to participate, but artists and organizations are responsible for funding their individual programs and promotions, as there will be no designated grant funding through MINDS WIDE OPEN.

How is this being promoted?

MINDS WIDE OPEN: *Virginia Celebrates Women in the Arts* will sponsor a statewide advertising campaign with content including a general celebration description and direction for consumers to visit vamindswideopen.com for event details. This site will list all MINDS WIDE OPEN programs taking place across the state and contacts for more information, such as a links to artist and organization websites.

In addition, the site includes resources and tools to help you promote your MINDS WIDE OPEN event - from downloadable logos and text descriptions to presentation templates and tips for using social media sites such as Facebook®, Twitter® and YouTube®.

Get Started Now

- **Sign up** for the MINDS WIDE OPEN e-newsletter: email vamindswideopen@gmail.com or visit us online at vamindswideopen.com
- **Plan a program** celebrating women in the arts for presentation between March and June in 2010
- **Register your event** on our website
- **Take advantage** of the promotional and planning resources available on the website
- **Check back often** for announcements and new resources and tools

Spread the Word

Help us reach out to artists and organizations across the state by spreading the word and inviting others to join the celebration! With your support, we hope to make MINDS WIDE OPEN a recurring celebration of the arts across Virginia for many years to come.

www.vamindswideopen.com / www.vamindswideopen.org