

Adrienne Arsht Center

FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY

5th ANNIVERSARY SEASON



FOR IMMEDIATE RELEASE

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The Miami Herald  AND Adrienne Arsht Center
FOR THE PERFORMING ARTS OF MIAMI-DADE COUNTY



PRESENTING SPONSOR  John S. and James L.
Knight Foundation

**A free festival of the arts celebrating the rich diversity
of Miami's arts community and kicking off the start of the fall season**

**ALL MIAMI-DADE COUNTY NON-PROFIT ARTS ORGANIZATIONS
INVITED TO PARTICIPATE!
TWO PERFORMANCE STAGES
CHILDREN'S ACTIVITIES, FOOD, VENDOR BOOTHS,
AND AN ARTS AND COMMUNITY SERVICE PROMENADE**

**First opportunity to purchase tickets to more than
30 Adrienne Arsht Center shows with NO ticket fees!**

**September 12 from 12 noon to 6 p.m.
Adrienne Arsht Center**

MIAMI, FL July 19, 2010 – *The Miami Herald*, *El Nuevo Herald*, and the Adrienne Arsht Center for the Performing Arts of Miami-Dade County proudly announce **FALL FOR THE ARTS FESTIVAL**, a free festival transforming the Adrienne Arsht Center into Miami's town square and creating an opportunity for the community to experience, enjoy, and engage with the best of Miami's arts organizations and community service agencies. *The Miami Herald*, *El Nuevo Herald*, and the Adrienne Arsht Center, along with presenting sponsor the John S. and James L. Knight Foundation, invite all local arts organizations to join together in an effort to celebrate South Florida's thriving arts scene and preview the diverse array of Miami's arts offerings for the coming season. The **FALL FOR THE ARTS FESTIVAL** experience will feature two performance stages, food and vendor booths, a gathering of street food vendors presentation presented by BurgerBeast.com, children's activities, and community service seminars from 12 noon to 6 p.m. Coinciding with the festival, a tremendous selection of more than 30 Adrienne Arsht Center shows will be on sale for the very first time, and available for purchase in person with no ticket fees!

In an effort to celebrate the rich artistic and cultural tapestry of the performing arts in Miami, *The Miami Herald*, *El Nuevo Herald*, and the Adrienne Arsht Center join forces to present the first ever full-day festival spotlighting Miami's arts and service organizations. **FALL FOR THE ARTS FESTIVAL** will unite the local community in a unique and special way, offering organizations the opportunity to showcase their performing arts offerings and community service opportunities.

For one day only, the Adrienne Arsht Center and surrounding streets of Downtown Miami will come alive with a massive celebration of Miami's artistic pulse. 13th Street will be closed to traffic and filled with performances on the **FALL FOR THE ARTS FESTIVAL** stages. Performers, artistic leaders, and community service partners will all collaborate in a grand-scale celebration of the coming arts season in South Florida.

To kick off the official celebration of the coming arts season, *The Miami Herald* and *El Nuevo Herald* will publish their annual guide, *Season of the Arts*, in conjunction with the **FALL FOR THE ARTS FESTIVAL**. This special section previewing the full season will be included inside both *The Miami Herald* and *El Nuevo Herald* on Sunday, September 12.

"FALL FOR THE ARTS FESTIVAL is an unprecedented effort to showcase the electric energy of the South Florida community coming together for a phenomenal season of world-class music, dance, and theater." said M. John Richard, president and CEO of the Adrienne Arsht Center. "We invite every one of our sister arts and service organizations to join in this powerful collaborative event in celebration of the awe-inspiring arts and diverse and dynamic people of the Magic City."

"We are excited to help bring this unique opportunity to our community," said David Landsberg, president and publisher, Miami Herald Media Company. "Having one place to showcase South Florida's arts is a great way for our readers to interact with the organizations we cover every day."

Local arts organizations are invited to get involved!

The Adrienne Arsht Center invites local arts organizations to participate free of charge. The deadline to register for a **FALL FOR THE ARTS** vendor booth is August 15, 2010. For registration and further information please contact: fallforthearts@arshtcenter.org or (786) 468-2209, or visit www.arshtcenter.org/fall.

First opportunity to purchase more than 30 Adrienne Arsht Center shows with no fees!

As the community gathers to celebrate a new season, the Adrienne Arsht Center kicks off its Fifth Anniversary Season with a special ticket offer during **FALL FOR THE ARTS FESTIVAL**. More than 30 new shows will go on sale on September 12, including *Beauty and the Beast*; *In the Heights*; *Forbidden Broadway*; Whoopi Goldberg; Seinfeld; Joshua Bell; Michael Bolton; Boston Pops; Keith

Jarrett; Dianne Reeves; and Michael Feinstein. The Adrienne Arsht Center box office will be open from 12 noon to 6 p.m. All tickets purchased in person at the box office will not be subject to any processing fees. Tickets may also be purchased by calling (305) 949-6722, or online at www.arshtcenter.org.

FALL FOR THE ARTS FESTIVAL also includes a significant community service component, with local community service agencies invited to participate and share information about their programming and volunteer opportunities, all at no cost to each participating organization. Additionally, the Adrienne Arsht Center will host free seminars throughout the day to address community-based issues such as ecology/conservation, community growth, education, and human services.

WLRN 91.3 FM, Classical South Florida 89.7 FM, and Fuel Outdoor have generously agreed to be media sponsors of the **FALL FOR THE ARTS FESTIVAL**.

For sponsorship opportunities please contact Virginia del Pino at *The Miami Herald* and *El Nuevo Herald* via email at: vdelpino@miamiherald.com or by calling (305) 376-4724.

Additional details to be announced.

Public Transportation to The Adrienne Arsht Center

By Metrorail:

Take the Metrorail to Government Center and transfer to the Omni Loop Metromover headed toward the Performing Arts Center Station, located one block from the Center. New directional signage has been added aboard the trains, at the stations and street level.

By Metrobus:

The Omni Bus Terminal is served by 15 bus routes, including 3, 16, 32, 36, 48, 62, 95, A*, C, K, M, S, T, Biscayne MAX and Flagler MAX. *Enhanced Bus Service from South Beach Route A starts from Lincoln Road and Washington Avenue every 20 minutes throughout the evening and runs parallel to Lincoln Road by numerous parking lots along 17th Street westbound. The Route A crosses the Venetian Causeway and ends at the Omni Bus Terminal, located one block from the Center. Buses return to Miami Beach immediately after each performance, departing every 20 minutes until 11:40 p.m.

By Taxi:

Local taxis can drive you right up to the main entrances of Adrienne Arsht Center. Taxis can be found on Biscayne Boulevard after the performance.

For more information on these routes visit the Miami-Dade Transit web site at www.miamidade.gov/transit or call 305-770-3131, TTY 305-654-6530.

Adrienne Arsht Center for the Performing Arts of Miami-Dade County is made possible by the public support of the Miami-Dade County Mayor and the Board of County Commissioners, the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Tourist Development Council and the City of Miami Omni Community Redevelopment Agency. The Adrienne Arsht Center also receives generous support from private contributions to the Adrienne Arsht Center Foundation through its Visionary Society membership program and Encore Circle major gifts program; American Express Company; Andrew W. Mellon Foundation; Arison Arts Foundation; Association of Performing Arts Presenters; Bank of America Charitable Foundation; Dade Community Foundation; Doris Duke Charitable Foundation; Ford Foundation; Funding Arts Network; John S. and James L. Knight Foundation; Community Connections Fund of MetLife Foundation; New England Foundation for the Arts; Southern Arts Federation; The Cowles Charitable Trust; The Wachovia Wells Fargo Foundation; the State of Florida, Department of State, Division of Cultural Affairs, the Florida Arts Council and the National Endowment for the Arts.

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About the Adrienne Arsht Center for Performing Arts of Miami-Dade County:

The Adrienne Arsht Center for the Performing Arts of Miami-Dade County is one of the world's leading performing arts organizations and venues. Made possible by Miami-Dade County's largest ever public/private-sector partnership, the Center plays host to three resident companies (Florida Grand Opera, Miami City Ballet and New World Symphony,

America's Orchestral Academy) in addition to numerous South Florida arts organizations that perform in its theaters regularly. Since opening in 2006, the Center has emerged as a leader in offering and presenting world-class programming that mirrors South Florida's diversity, as a catalyst for development in Miami, and as a host of impactful community and educational programs.

Designed by world-renowned architect Cesar Pelli of Pelli Clarke Pelli Architects, the venue is comprised of the 2,400-seat Sanford and Dolores Ziff Ballet Opera House, the 2,200-seat John S. and James L. Knight Concert Hall, the black box Carnival Studio Theater, a restored Carnival Art Deco Tower, the Peacock Foundation, Inc. Studio, the Peacock Foundation, Inc. Education Center, and the outdoor Parker and Vann Thomson Plaza for the Arts. Events impresario and restaurateur Barton G. Weiss brought his signature style to the Center in 2009 with PRELUDE BY BARTON G, a full-service upscale restaurant open five days a week.

Visit www.arshtcenter.org for more information.

About the Miami Herald Media Company

The Miami Herald Media Company (MHMC) publishes *The Miami Herald*, winner of 20 Pulitzer Prizes, and *El Nuevo Herald*, recipient of the Ortega y Gasset international prize for Spanish-language publications. Together, our newspapers are read each week by more than 1.5 million people in print and online at MiamiHerald.com and elNuevoHerald.com.

MHMC also publishes Miami.com, South Florida's most comprehensive interactive guide to local entertainment and attractions. MHMC produces content across all media, including video, mobile formats and radio broadcasts on WLRN/Herald News, as well as custom publications for hotels, airlines and other clients.

For more information, please visit our websites: www.MiamiHerald.com, www.elNuevoHerald.com, www.Miami.com.