



MINA COMMUNICATIONS

San Diego's 2nd Annual
AUGUST DANCE AWARENESS MONTH CAMPAIGN/INITIATIVE

FACT SHEET

MISSION

To create more dialog in the San Diego dance community, educate the public about the various challenges that exist in the local professional dance community, and help stimulate year-round dance performance patronage.

SYNOPSIS

Inspired by Eveoke Dance Theatre's annual weekend long Celebrate Dance Festival in Balboa Park each August, Mina Communications established August Dance Awareness Month/ADAM in 2008 in an effort to extend local dance community festivities and advocacy throughout the month.

2008 ADAM campaign/initiative results:

- Received verbal/written endorsements from numerous sources including Congresswoman Susan Davis, the California Arts Council, San Diego Commission for Arts & Culture, Dancer Magazine, Dancers' Group, the California Dance Network, and National Dance Week
- Partnerships were established through trade arrangements with Eveoke Dance Theatre, the Garfield Theatre at the Jewish Community Center in La Jolla, the San Diego Community Newspaper Group, and Solare Ristorante & Lounge
- In-kind donations were received from The NTC Foundation, MOPA, Trader Joe's, Liberty Station Hotels, Borders, Belly-Up Tavern, the US Karate Academy, and San Francisco Ballet

DANCE COMMUNITY ISSUES specified below will be addressed to the media, local & state government, corporate, and philanthropic communities via news releases, newsletters, email blasts, online sources, and public forums.

- Funding needs, i.e. dancer/staff salaries, studio/performance venue rent, production cost assistance, outreach program assistance, marketing/advertising cost assistance
- Increasing patronage and media coverage
- Performance venue needs, i.e. restoration of Luce Auditorium next to Dance Place San Diego at Liberty Station in Point Loma
- Uneven balance between financial contributions made toward other art forms vs. the art of dance

ADAM 2009 EVENTS

- Mixers and dance film presentations
- FREE and discounted dance performances/dance classes
- The annual Celebrate Dance Festival in Balboa Park from 8/21 - 8/23 -- FREE event

For more information, contact Jasmine Rios, Consultant/Proprietor at 619.851.3920 PST or
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