



NEWS AND INFORMATION

FOR IMMEDIATE RELEASE

01/19/2005

"Art. Ask For More." Debuts on Ovation

Perri Peltz Hosts Program Celebrating Arts Leaders Who Are Making Arts Accessible

WASHINGTON, D.C. — "Art. Ask for More." will debut on OVATION – The Arts Network on Friday, January 21 at 7:00 pm (ET). Hosted by Perri Peltz, the half-hour program highlights initiatives by Americans for the Arts that promote arts education and honor arts leaders, who understand that the arts enrich people and communities alike. Americans for the Arts is the leading nonprofit organization for advancing the arts in America.

The program showcases the winners of the ninth annual National Arts Awards, which recognize artists and arts supporters who exhibit exemplary national leadership and whose work demonstrates extraordinary artistic achievement. The recipients include: Raymond Nasher, leading collector of modern and contemporary sculpture; **Chuck Close**, artist; **Paul Taylor**, choreographer; **Mena Suvari**, actress; **A.G. Lafley** of Procter & Gamble; and **William Bassell**, Principal of Long Island City High School in New York City.

"'Art. Ask for More.' goes inside studios, classrooms, and even the workplace to capture the great work of the nation's arts leaders in action. It allows people to see first-hand how they and the arts can make a difference in their community," said Robert L. Lynch, president and CEO of Americans for the Arts.

Lynch is also interviewed in the program. "Emerging leaders of today will make a difference for the arts tomorrow," states Lynch. "It is important to acknowledge artists of all ages that are making the case for the arts."

Interspersed throughout the program are different versions of the humorous and highly successful public service advertisement (PSA) campaign, "Art. Ask for More." The campaign, launched by Americans for the Arts in conjunction with the Ad Council and designed to promote arts education, encourages public participation in championing arts education both in and out of schools.

"We are very pleased to do our part in drawing attention to the important advocacy work that Americans for the Arts does on behalf of the arts community," says Dr. Harold E. Morse, president and CEO of OVATION – The Arts Network. "OVATION values its ongoing relationship with Americans for the Arts. This programming opportunity has tremendous potential to expand into a major partnership."

Following are air dates for "Art. Ask for More.":

- Friday, 01/21/05, 7 pm ET
- Saturday, 01/22/05, 3 pm ET
- Thursday, 01/27/05, 11:30 pm ET
- Friday, 01/28/05, 3:30 am ET
- Friday, 02/11/05, 6 pm ET
- Tuesday, 02/22/05, 6:30 pm ET
- Monday, 03/14/05, 6 pm ET
- Wednesday, 03/16/05, 6:30 pm ET
- Wednesday, 03/23/05, 10 am ET
- Friday, 03/25/05, 6 pm ET

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.AmericansForTheArts.org.

ABOUT OVATION

Featuring performance and documentary-style programming on the full range of the arts - theater, dance, opera, classical music, rock, pop, literature and the visual arts - OVATION airs seven days a week, 24 hours a day and is available in more than 30 million households. OVATION's programming mix is 60% documentary and 40% performance.

The only television network devoted exclusively to the arts, OVATION offers tours of great museums and exhibitions; profiles of best-loved and up-and-coming artists; documentaries on musical styles and artistic movements; performances by preeminent musicians and symphonies, dance, theater and opera companies; behind-the-scenes coverage of important arts events; and explorations into the arts of cultures around the world. OVATION has partnered with prominent cultural organizations, national and international broadcasters [PBS, Channel 4 (UK), ARTE, BBC] and arts-oriented production companies and distributors [Digital Classics, EMI] both to acquire and co-produce its programming.

###

