



**March, 12 2015**

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ABC/NY's mission is to develop more creative partnerships between the arts and business communities in New York, enhancing the business skills of the arts sector and the creative engagement of the business sector. ABC/NY provides programming in volunteer and leadership development, and builds and celebrates the arts' role in New York's economic revitalization. [View our upcoming events!](#)

## Artists Dunk, Crunch, Discover and Play with Oreo

Oreo's latest ad campaign, "[Play with Oreo](#)" launched in January with the goal of encouraging play in everyday life, particularly through music, art, and self-expression. Working with [The Martin Agency](#), Oreo sought out ten artists from around the world to share their creative expressions.



Janda Lukin, Senior Director of Oreo, North America [says](#), "As a brand, we are always looking for new ways to experiment, so we wanted to see what would happen when you put Oreo into the hands of creative visionaries who are known for pushing the boundaries in their own right."

Continue reading on the [pARTnership Movement!](#)

## Twitter Talk: Employee Engagement through Arts in the Workplace

Employee Engagement can take many forms, often bringing business employees outside of the office. But what happens when the arts come to them? Join the [Arts & Business Council of New York](#) on [Twitter \(@ArtsBizNY\)](#) as we dedicate the day to sharing resources and stories about employee engagement through arts in the workplace! Follow along and share your own thoughts using the hashtag **#workplacearts**.

Thursday, April 23, 2015  
Kicking off at 9:30 a.m.  
Follow along at [twitter.com/ArtsBizNY](https://twitter.com/ArtsBizNY)



## Coming Up with ELNYA

Check out what's coming up with the [Emerging Leaders of New York Arts!](#)

Spring is finally here- Come out and celebrate with white wine and a white whale!

[Threadbare Theatre Workshop](#) presents an Earth Day reading of *or, The Whale*, an original adaptation of "Moby-Dick" for the stage. This intimate reading is followed by ...*NOW WHAT?*, a happy hour conversation with creative self-starter, [Jen Tullock](#), about Making Your Own Work From Scratch to Finish.

Threadbare Theatre Workshop illuminates epics in a simple way through the magic of resourceful storytelling; laying bare our humanity so that we may thread more empathy into existence....*NOW WHAT?* Curious how to sow those creative seeds for next season? Sip on a complimentary libation and be a part of the conversation. Are you hungry to forge ahead with your own work, but don't know how to begin or sustain the process? Maybe you stepped off the hamster wheel to heed your creative voice, but aren't sure what comes next? Did you just graduate from school and feel a bit at sea outside of the institution? Eavesdrop with ELNYA on the inimitable Jen Tullock's award-winning trajectory and talk shop about being your own lighthouse.

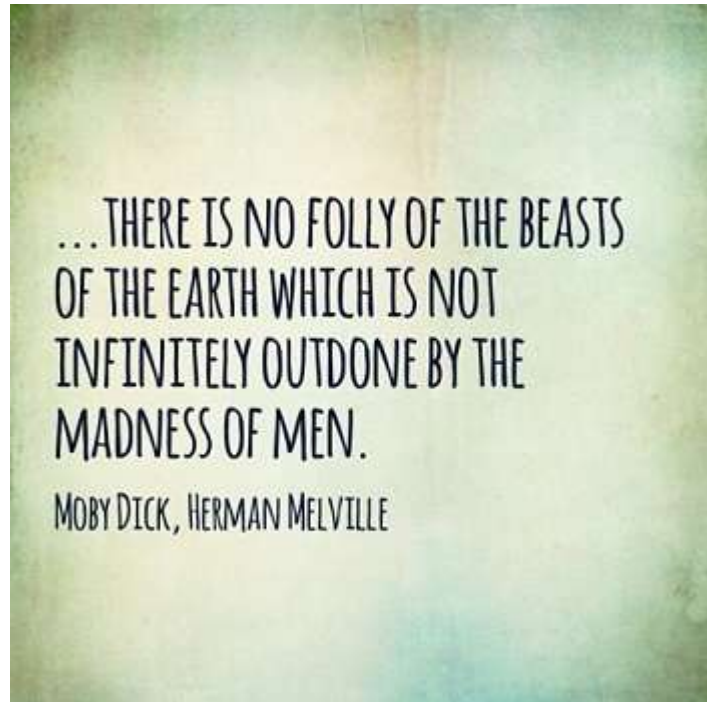
Wednesday, April 22, 2015  
6:30 p.m. - 8:30 p.m.

[WORD Bookstore](#)  
[126 Franklin Street](#)  
[Brooklyn, New York](#)

**RSVP for FREE!** (\$10 suggested donation to ELNYA)  
Snacks provided!

Thanks to our local sponsors!

[WORD Bookstore](#), [Dandelion Wine Greenpoint](#), [Hops Petunia](#), [Vine](#), [Dirck the Norseman](#)



## New pARTnership Movement Success Story

Looking for an example of how the arts can help employees recruit and retain talent? The latest Success Story on the [pARTnership Movement](#) takes a look at the work of [DreamWorks Animation](#) Charitable Foundation. It established the [DreamWorks Animation Academy at Inner-City Arts](#), an arts education focused non-profit dedicated to improving the lives of inner-city children throughout Los Angeles County. The program teaches underprivileged youth the tenets of animation as a way of training and recruiting the next generation of talent in the United States.

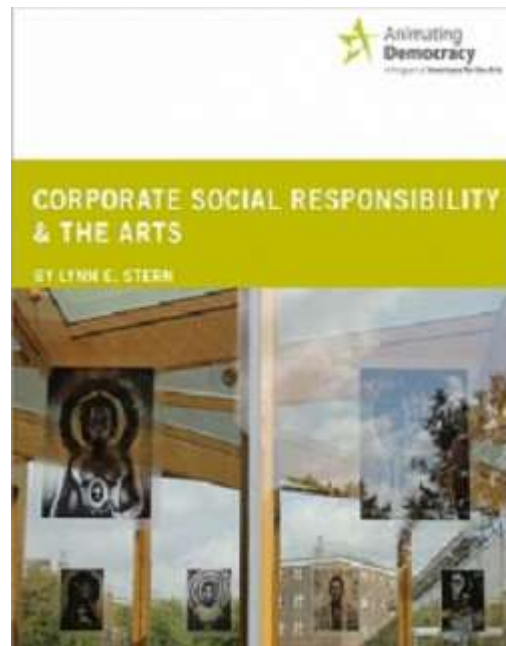


Read the [full story](#) on the pARTnership Movement!

## Upcoming Blog Salon on Corporate Social Responsibility and the Arts

Business, community, and arts leaders will write about the role of arts in corporate social responsibility as part of Americans for the Arts blog salon from **April 27–May 1**. Recently, [Americans for the Arts'](#) [Animating Democracy](#) program released a new report, [Corporate Social Responsibility and the Arts](#), which brings into relief the current landscape of corporate support for arts and culture. We will continue this conversation through this blog salon by highlighting other exemplary models and approaches that advance both healthy society and healthy business.

Tune into [ARTSblog](#) starting Monday, April 27!



## New Tool-kit! Corporate Social Responsibility and the Arts

The [pARTnership Movement](#), a campaign of Americans for the Arts designed to reach business leaders with the message that partnering with the arts can build their competitive advantage, is pleased to announce the release of its latest tool-kit, [Corporate Social Responsibility and the Arts: Partnering with Business to Enact Social Change](#). The tool-kit was created in collaboration with [Animating Democracy](#) to highlight key elements of their latest report, Corporate Social Responsibility and the Arts, which details the current landscape of corporate support for arts and culture—one in which more corporations are focusing strategically on issues that align with their business interests and have a positive social impact on their employees, consumers, or the communities in which they do business.



The tool-kit is a companion piece designed to assist arts groups in distilling the information in the report and replicating example partnerships in their own communities. We hope it will inspire you to foster mutually beneficial arts and business pARTnerships in New York City! For the best results, open the report in Internet Explorer or Chrome.

## NYC Mayoral Corporate Service Recognition Program



Dear Arts Partners:

The [Arts & Business Council of New York](#) is pleased to share a new city-wide program designed to recognize your outstanding corporate volunteers for their impact at your organization. This was developed through collaborative efforts between [NYC Service](#), the Arts & Business Council of New York, and other nonprofit coalition members.

Please read the message from NYC Service below and join us in this effort!

Thanks!  
Arts & Business Council of New York

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NYC Service is proud to announce the NYC Mayoral Service Recognition Program. NYC Service is working with a coalition of nonprofits to develop plans and policies to expand and deepen Corporate Volunteer Service and Pro Bono services. The coalition of nonprofits seeks to recognize our city's most socially engaged corporations to build a city-wide movement of corporate service.

We are seeking corporate nominations. Corporations are being asked to complete this [short survey](#)\* by **Wednesday, April 22nd** and must meet a minimum threshold of 20 percent employee engagement during 2014. Corporations who qualify will receive a Mayoral Service Recognition Certificate and will be invited to attend a special thank you event hosted by the Mayor's Office.

We want to recognize and celebrate the impact corporations have on this city and highlight and thank corporations who work to promote, expand and deepen service.

\*If you'd like a pdf version of the survey, please contact Amy Webb at [awebb@artsandbusiness-ny.org](mailto:awebb@artsandbusiness-ny.org)

## Links We Like

"Pairing the role of math and science with dance (something kids naturally love), increased the STEM "cool" factor." - Time Warner Cable [uses the arts to inspire learning](#).



"Without strong partnerships between the private and nonprofit sectors...nonprofits wouldn't have the resources they need to operate and serve our community." - [The Power of Corporate Volunteerism](#)

Check out how these companies [brought the arts into the workplace](#) by commissioning artists and designers for their office murals!

## Want More?



Stay connected to the [Arts & Business Council of New York](#) in between newsletters!

Access more arts and business partnership stories or catch up on ones you may have missed. Visit the [events section](#) to stay up to date on upcoming professional development opportunities, networking events, webinars, and blog salons. Read more about our current programs, our board, and our advisory council!

Our Facebook page features even more news and amusements about the arts and business communities. You don't need to have an account to [view our page](#)!

You can also follow [ABC/NY on Twitter](#), for even more arts news with a business focus (or, if you prefer, business news with an arts focus!). [@ArtsBizNY](#)

Do a kindness to ABC/NY! Please show your support of our work by [making a tax-deductible contribution](#) today.