

# gIVE4 GREATNESS

All right, WesternNewYork: We know you understand that this region's rich cultural life is an essential reason that it's such a great place to live.

Now, are you ready to give?

The Give for Greatness campaign is simple: For two months, from March 8 until May 5, we're joining with M&T Bank and a host of other partners to try to raise \$1 million to benefit cultural institutions that lost funding in this year's county budget.

That's right—\$1 million. Because we think that our cultural institutions are so valuable to the community that they deserve more than mere subsistence. They deserve to thrive.

Each week of the campaign, we'll offer profiles of a few of the 46 cultural institutions we want to help. Ask yourself: Where would we be without our vibrant theater community and dance companies? Without the dozens of small- and medium-sized galleries that offer audiences access to art they can see nowhere else? Without the educational institutions that develop the next generation of audiences and artists that will sustain Western New York's cultural riches in the decades to come?

Then please join us in making this Give for Greatness a resounding success. Give whatever you can at [www.giveforgreatness.org](http://www.giveforgreatness.org) at one of the many events happening at great venues over the course of the campaign. Give now, give often. Give whatever you can—every little bit helps. Give until we're great.



## NEGLIA BALLET

The Neglia Conservatory of Ballet was established by Sergio Neglia and Heidi Halt in 1994 to provide classical training to dance students in Western New York. Students who have trained at the conservatory have gone on to find careers in prestigious dance companies, as well as entrance into well known dance schools, including the Alvin Ailey Dance Theatre, American Ballet Theatre, and the National Ballet of Canada. In 1999, the couple founded Neglia Ballet Artists, a performance ensemble comprising professional dancers and guest artists, along with advanced students from the Conservatory.

## YOUNG AUDIENCES OF WESTERN NEW YORK -

Since 1962, Young Audiences of WNY has made it its mission to provide young people access to the arts with the help of professional artists in the community. Students are given the once-in-a-lifetime opportunity to learn from professionals in various different areas of the arts, including music, multimedia arts, theater, dance, and visual and literary arts. The organization partners with all kinds of talented local artists, from musicians to dancers to architects. Between 2009 and 2010, Young Audiences of WNY helped more than 60,000 students locally; its parent organization, Young Audiences, helps more than seven million young people each year. Young Audiences of WNY reaches out to students through a variety of individual classroom programs and long-term residencies as well as interactive assembly performances and smaller hands-on workshops. In addition, they will be holding a number

of professional development events for teachers and artists in upcoming months. The organization also offers performances and workshops for things like community events and after-school programs. Each one of the programs offered by Young Audiences of WNY not only gives young people a taste of the arts but gives them the chance to thrive in other areas of their lives as well.

## BUFFALO ARTS STUDIO

Founded in 1991, Buffalo Arts Studio's mission is to provide affordable studio space and regular public exposure to regional, national, and international artists through exhibitions, and to enrich the community with art classes, mural programs, and public art.

One of the studio's earliest and most successful programs is Project CREATE (Community Revitalization through Environmental Art and Team Efforts), a city-wide mural program that is still active today. This unique program has grown to serve more than 300 students, adults and children, in on-site art



## EL MUSEO

Founded in 1981 in an effort to introduce grassroots artists to the Buffalo community, El Museo is a progressive art gallery nestled in the bustling Allentown district. The gallery strives to expose various lifestyles and cultures to the general

courses taught by professional artists.

Buffalo Arts Studio has also created the the JumpStart Scholarship Program, which provides tuition-free arts training to more than 50 students each year. Studio tours for school groups highlight the studio's distinctive community of artists to younger art enthusiasts.

## AFRICAN AMERICAN CULTURAL CENTER

The African-American Cultural Center is a group dedicated to preserving African-American culture in Western New York. Malcolm Erni, an evangelist from Buffalo, started the center in 1958. Erni believed very strongly in the virtue of his ancestry, and wanted to create a sanctuary where children would learn that "God is a God of all races and ethnic groups." Fifty years later, the center continues to evolve along with the changing landscape of race relations in America. The center is home to the Paul Robeson Theatre, which is the oldest African-American theatre in Western New York. The theatre has showcased the talents of many prominent African-American performers such as Ossie Davis, Richard Gant, and Margaret Ford-Taylor. The center is also home to the Jumpin' Jambalaya Summer program, a day camp running Monday through Friday dur-

public through artwork that is not typically found in fine art galleries throughout the nation. A staple of the organization is to feature African-, Asian-, and Latin-influenced art, as well as the art of countless other cultures—an important service, considering the increasing immigrant and refugee population on the city's West Side. Fostering local talent, El Museo's art exhibitions are diverse and captivating in addition to being completely free.

By introducing the public to work not often touched upon, our multicultural and diverse city is given a chance to see its culture, life, and experiences reflected back to the community. In addition, El Museo operates the "Satellites Sites" program, which brings art to communities that are not fortunate enough to host such a gallery.

ing June through August. The camp educates children about African-American culture by way of activities such as drumming, storytelling, video production, visual arts, athletics, and fashion design. Finally, there is the Pine Grill Jazz Reunion, an event held in Martin Luther King Jr. Park the first two Sundays in August. The event features prominent jazz musicians and is put on in remembrance of the Pine Grill, which was Buffalo's hottest jazz club in the 1950s and 1960s.

## LEHRERDANCE

LehrerDance was founded in Buffalo in July 2007 by choreographer Jon Lehrer. The Queens native describes the troupe's innovative style of dance as "organically athletic," fusing several styles of dance together, although mostly modern, jazz dance, and ballet. *Dance Magazine* has said, "LehrerDance took the house not so much by storm as by quantum physics." Through his choreography Lehrer seeks to tell stories to bring to audiences worldwide an understanding of life and the human condition. The company regularly tours the country to educate young dancers to teach them the Lehrer style and technique. Members of the company are recruited from all over the country, and the company works in close partnership with the University of Buffalo Department of Theatre and Dance. av



YOUNG AUDIENCES OF WNY



AFRICAN AMERICAN CULTURAL CENTER



BUFFALO ARTS STUDIO



LEHRERDANCE