



Alliance for California Traditional Arts Dedicates a Southern California Office

FOR IMMEDIATE RELEASE

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CONTACT

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Los Angeles, CA-The Alliance for California Traditional Arts (ACTA) will celebrate the opening of its Southern California office on August 21, 2012 from 6:00- 9:00 p.m. at Grand Performances at California Plaza in downtown Los Angeles. This event, produced in association with Grand Performances, will offer an evening of convivial traditional arts sharing by several performing and visual artists drawn from ACTA's 15-year program history in the region. Together, ACTA's board, staff and some of southern California's traditional cultural treasures will impart the story of ACTA and its important work.

We will also introduce the new program manager Quetzal Flores, who was hired after conducting a national search and open application process. Flores brings extensive experience as a community organizer, cultural worker, and accomplished artist. As a program manager he will work to deepen and expand ACTA's work in the Southern California region from ACTA's new downtown Los Angeles field office that is co-located with Community Partners at The California Endowment.

The Alliance for California Traditional Arts (ACTA) was founded specifically to address a void in statewide support of folk and traditional artists. Since its founding in 1997, ACTA has worked to promote and support ways for cultural traditions to thrive now and into the future by providing advocacy, resources, and connections for folk and traditional artists. Folk and traditional artists are tradition bearers: people who transmit what they believe, know, do and create with others who share a common heritage. From Cahuilla bird singing and African-American quilt-making to cowboy poetry and Vietnamese opera, California is home to hundreds of diverse traditions. ACTA awards grants and contracts to individuals, unincorporated groups and non-profits to support a wide array of community-based cultural expressions. To date, ACTA has supported over 600 traditional artists and groups with over \$2.8M in 45 California counties.

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ACTA's southern California work is made possible with the generous support of Metabolic Studio of the Annenberg Foundation, California Arts Council, California Community Foundation, The James Irvine Foundation, National Endowment for the Arts, Surdna Foundation and The California Endowment.

Event details:

Tuesday, August 21

6:00-9:00 p.m.

Grand Performances at California Plaza

350 S. Grand Ave, Los Angeles, CA 90071

Parking is \$7.50 in the California Plaza garage for cars entering after 5:00 (Best accessed from Olive Street between 1st and 4th Streets. If using GPS, enter 351 South Olive Street, Los Angeles, 90071 as your destination.)

If you're not able to join us for this historic event, please feel free to make a celebratory contribution to the Southern California office: www.tinyurl.com/actadonate

More about ACTA

ACTA has been recognized for its leadership, intellectual capital, and excellence in program administration, and is the state-designated entity for *all* folk and traditional arts. ACTA works from three offices – headquarters in Fresno with field offices in San Francisco and Los Angeles. For an extensive listing of news, activities, services, funding, and more, see ACTA's monthly e-newsletter *The New Moon*: www.tinyurl.com/actanews. For more information on ACTA or folk and traditional arts go to www.actaonline.org and www.facebook.com/actaonline.

About Grand Performances:

Grand Performances (GP), Los Angeles' premiere free outdoor summer performing arts presenter, is known for providing Angelenos with an eclectic mix of high quality performing arts by world-renowned artists across genres. With programming reflective of the many cultural interests of people across the region, GP hosts America's most diverse audience. All are welcome to enjoy GP's unique, awe-inspiring venue nestled under the spectacular Downtown skyline. Grand Performances is a 501(c)(3) located on Bunker Hill. For more information, visit grandperformances.org

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