



For Immediate Release 10.19.20 – National Arts and Humanities Month, October 2020

Marshall County Arts & Culture Alliance Celebrates the Arts and Humanities in Marshalltown

The Marshall County Arts & Culture Alliance joins thousands of arts organizations and communities across the nation to celebrate National Arts and Humanities Month throughout October. We are thrilled to make the celebration official with Marshalltown Mayor, Joel Greer, in his proclamation for the City of Marshalltown to celebrate October as National Arts and Humanities Month. The Alliance continues to carry this message to the people of Marshalltown through programs and experiences that honor the efforts of artists, historians, teachers, and cultural groups working to make the arts and humanities a part of everyone's life.

This year's Arts and Humanities Month has taken on new meaning. As Americans for the Arts asks, "Can you remember a time when we've needed the arts more? During the pandemic, the arts have been there to support us. We've listened to music, read, and made chalk drawings with our kids. We've danced in our living rooms, watched movies and taken Instagram photos, and created posters to carry in protest. The arts are working overtime in every community, household, and family, doing what they do best: connecting us, giving us needed moments of joy, and most of all, creating hope.

We also need to be there to support the arts. Right now, many Iowa artists and creative businesses are still struggling to rebound. So, how can you show your support?

- Consider making a donation to our local arts organizations or buying season tickets to use when they reopen, to help support them financially now:
 - **Live On Stage Marshalltown** – donations online at losmarshalltown.org/patron-donor/
 - **Marshalltown Community Theatre** – mail-in donation form at marshalltowncommunitytheatre.org/friends-of-mct
 - **Marshall County Conservation Board** – mailed to 2349 233rd Street, Marshalltown, IA 50158
 - **Marshall County Historical Society** – mailed to 503 West Main Street, Marshalltown, IA 50158
 - **Marshalltown Public Library** – donations online at www.marshalltownlibrary.org/support-the-library
 - **Orpheum Theatre** – mailed to 220 East Main Street, Marshalltown, IA 50158
- Buy local art and music, either directly from your local artists, or websites like Bandcamp and ShopIowa.com
 - Local artwork is currently on display & for sale at the Marshalltown Airport, Sub City, Wayward Social and West End Perk.
- Try something new and take an online class in creative writing, dance, painting, or whatever strikes your fancy – there are so many virtual art classes to choose from!

At a time when our creative workers and businesses are working to recover, National Arts & Humanities Month is a perfect moment to show your support for the arts. There can be no recovery without creativity. Below is the estimated Impact of the Pandemic on the Creative Workforce:

- In a typical year, Iowa's creative workforce employs more than 42,000 Iowans and accounts for 2.2 percent of our economy -- a larger share than the construction industry. If the creative industry in Iowa was a company, it would be Iowa's 2nd largest employer.
- Iowa's non-profit arts and culture industry has lost more than \$31 million and at least 700 full-time jobs since the pandemic began. (Source: Americans for the Arts, Economic Impact of COVID-19 Survey)
- According to Iowa Workforce Development, nearly 10,000 workers in the arts, entertainment and recreation industry have filed new claims for unemployment in the last six months.

"The arts are the lifeblood of our communities, raising morale, creating community cohesion, and providing comfort during dark times, while also delivering a huge economic footprint. The sector continues to suffer devastating losses due to the COVID-19 pandemic, so it is vital that we support our creative workers and fight for the sector in the months and years to come," said Robert L. Lynch, president and CEO of Americans for the Arts and national coordinator of Arts and Humanities Month. "National Arts and Humanities Month gives us a chance to celebrate the values that the arts impart in our lives, and it is more important than ever that everyone take part to recognize the creative and cultural value of the arts and humanities in our communities."

National Arts and Humanities Month is coordinated by Americans for the Arts, the national organization working to empower communities with the resources and support necessary to provide access to all of the arts for all of the people. More information about National Arts and Humanities Month is available at: www.AmericansForTheArts.org/nahm.

The Arts & Culture Alliance, a non-profit organization, was created in 2004 to cultivate a community of arts and culture by supporting, promoting and enriching existing opportunities and by seeking new possibilities. Our mission allows us to focus on enhancing the quality of life in Marshalltown by making it a place in which arts and culture thrive and our community flourishes.

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