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EMBARGOED UNTIL THURSDAY, APRIL 26 AT 6:00 PM

**ARTSWAVE CAMPAIGN RAISES MORE THAN \$12 MILLION TO FUND THE REGION'S ARTS,
MARKING THE FIFTH YEAR IN A ROW OF THIS FUNDING MAGNITUDE**

Cincinnati, OH – April 26, 2018 — ArtsWave successfully celebrated the 2018 Annual Community Campaign, collecting \$12,200,000 for the region's arts and another \$300,000 in regional arts marketing for a total of \$12,500,000. All of these funds build Greater Cincinnati's national reputation, deepen people's roots in the region, enliven our neighborhoods, bridge cultural divides and fuel creativity and learning for our children.

This is the fifth year in the row more than \$12 million has been raised from individuals, foundations and businesses for the arts regionally. No other region across the country has a track record like this. With the success of the campaign, ArtsWave remains the largest community campaign for the arts in the country, both in total contributions and number of donors.

The \$300,000 raised for arts marketing is the third year of an innovative partnership with the Cincinnati USA Regional Tourism Network. The RTN will match these funds for co-created marketing efforts to attract visitors within 500 miles of Cincinnati to experience the region's vibrant arts and cultural scene this fall.

Several employee campaigns at companies and organizations achieved significant increases in their campaign efforts, including: Duke Energy, Fifth Third Bank, VANTIV, now WorldPay, Chemed Corporation, Ohio National Financial Services, Taft Stettinius & Hollister LLP, Cincinnati Insurance Companies, Dinsmore & Shohl LLP and The E.W. Scripps Company.

ArtsWave focused on two goals during its campaign: growing gifts from individuals and leveraging innovation. A variety of new donor benefits were developed that resulted in more than \$250,000 in increased revenues. In addition, ArtsWave developed a new event series attracting over 12,000 people throughout the community and engaging them through the creation of a new loyalty program, ArtsWave Rewards.

ArtsWave continues to diversify its fundraising strategy through ArtsWave Connects, its networking and communications groups. This year it added an all-new group, ArtsWave Pride, that brings together the LGBTQIA community and allies through the arts. In its first year, more than 1,300 individuals joined and gave

\$52,000 in incremental new dollars. In addition, Young Professional leadership gifts were up 8% and \$58,988 was raised in new and increased gifts from those donors.

Beyond dollars raised, the 2018 Community Campaign that spanned from February 1 to today, reminded the community of the array, depth and importance of the region's arts. This was exemplified by the Campaign event series, ArtsWave Days, brought to you by Macy's, which included 100+ free performances at nearly 40 locations over the 12 weeks of the Campaign; the fifth anniversary of CincySings, brought to you by Accenture, a nationally-acclaimed workplace singing event, engaging 25 choral groups across regional employers with 1,000 in attendance at the event and another 2,600 watching on Cincinnati.com; and Toast to the Arts, a variety of wine, beer and cocktail promotions held at 30+ local establishments.

"The success of our campaign is attributed to the nearly 40,000 individual donors and over 1,000 volunteers, each making waves to help strengthen our amazing region," said Jim Henning, 2018 Campaign Chair and President, Duke Energy, Ohio & Kentucky.

As is the case every year, the total dollar amount announced includes contributions already received and reported, as well as projections for campaigns that are ongoing. Alecia Kintner, President & CEO of ArtsWave added, "For those companies and individuals who are still finishing their campaigns, please know that your support is essential and appreciated."

ArtsWave celebrated the successful 2018 campaign on April 26, 2018 at Music Hall. ArtsWave Board President Teresa Tanner, ended the program and celebration.

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About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the lead planner, promoter and fundraiser of the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a ripple effect of economic and community benefits. ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2017, ArtsWave broke its own fundraising record by mobilizing tens of thousands of contributions from corporations, foundations and individuals and raising \$12,500,000 to support the arts plus \$1 million for arts marketing, grants and services in partnership with the Cincinnati USA Regional Tourism Network.