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### **Guided Walking Tours of BLINK® Announced with Proceeds to Benefit the Arts**

Cincinnati, OH (September 25, 2019) — ArtsWave, the nonprofit engine for Greater Cincinnati's arts and Illuminator of BLINK®, one of the largest light-based arts events in the nation, is offering guided walking tours, October 10 – 13, 2019.

Six tours will span the 30+ block festival, happening in five zones. Tours will be offered to the general public on a first come, first serve basis. Five of these tours will focus on the projection mappings and art installations happening in the each of BLINK zones, and a sixth tour will focus on the 15 new murals that will be unveiled during the four-day event. The tours provide a unique, curated experience for those who want to understand the artistry – including the images, artistic approach, artist and placement decisions – behind BLINK.

Projection mapping and art installation tours will be night-time-based, coinciding with the event times (7 p.m. to 11 p.m.), and mural tours are planned beforehand from 3 p.m. to 7:30 p.m., offering the potential to extend the BLINK experience throughout the day.

The six different tours will be docent-led, beginning and ending at the four BLINK VIP hospitality tents and will be located as follows:

- The Banks Zone Projection Mapping & Arts Installation Tour – Freedom Way between Rosa Parks Street (Vine) and Marian Spencer Way (Walnut)
- Covington Projection Mapping & Arts Installation Tour – East Rivercenter, between Madison Avenue and Scott Boulevard
- OTR and Downtown Zone Projection Mapping & Arts Installation Tours – Two different tours with meeting place on Court Street, between Vine and Walnut Streets
- Findlay Market Zone Projection Mapping & Arts Installation Tour and Findlay Market Mural Tour – Two different tours with meeting place on Elder Street, between Findlay Market and Central Parkway

Tours will range from \$30 - \$35, depending on the selection, with discounts for students and seniors. ArtsWave Pass donors will receive a brightly-colored shirt when they purchase a tour, and kids 12 years and under are free.

All proceeds from the tours will fund Greater Cincinnati's arts through ArtsWave, the largest local source of essential funding for the region's arts and the largest community arts campaign in the nation. ArtsWave will use these proceeds to help 100+ organizations and arts projects, like BLINK and others that help drive the overall economic vibrancy of the region.

ArtsWave President & CEO Alecia Kintner explains ArtsWave's role in BLINK, noting, "The arts connect Greater Cincinnati as a community and drive our region forward. BLINK proves this power in many ways." BLINK event orchestrator and Cincinnati USA Regional Chamber Chief Senior Vice President & Operating Officer Brendon Cull adds, "ArtsWave's investments in BLINK and so many other great arts events are differentiating our region. By facilitating these guided tours, Cincinnatians will be able to experience BLINK in a unique way and help give back to the arts at the same time." In addition to the Chamber, BLINK is produced in partnership by The Agar, ArtWorks, Brave Berlin, the Carol Ann and Ralph V. Haile, Jr./U.S. Bank Foundation.

Tour signups are limited, and pre-registration is strongly encouraged. For more information and to sign up for the tours, go to [artswave.org/tours](http://artswave.org/tours).

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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 wave of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants. In 2019, ArtsWave raised \$12,355,136 for the region's arts, marking its sixth year in a row surpassing the milestone of \$12 million. ArtsWave remains the largest community campaign for the arts throughout the country, both in total contributions and number of donors.