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**ArtsWave to cap POWER OF HER initiative
with online store for the holidays to benefit the arts**

November 18, 2020 – ArtsWave, the engine for the arts, announced today the launch of an online store at ArtsWave.org/POWERmerch to provide POWER OF HER merchandise now through early December as a holiday fundraiser and capstone to the 18-month initiative, celebrating women in the arts, presented by Procter & Gamble with support from the Charlotte R. Schmidlapp Fund, Fifth Third Bank, Trustee, LPK and various community leaders.

Today's launch comes right before the traditional Thanksgiving kickoff of the holiday season and three months after August 18, 2020, the 100th anniversary of the 19th amendment ratifying women's voting rights.

The new merchandise line celebrates women in the arts and women throughout the Cincinnati region. The store includes something for everyone – from onsies and youth t-shirts, to adult shirts, masks, mugs, postcards and more.

Three of the items have been created by local artists and entrepreneurs. Erikka Gray, owner of [District 78](#), a lifestyle brand and vendor of handcrafted candles and part owner of Pause, a MOTAR-created alternative wellness venture on Short Vine Street, has developed a special POWER OF HER candle. The new soy-based, long-burning candle scent is as bold as Gray is and it is her reflection of the daring, inclusive, celebratory and declarative strength of Cincinnati's women artists, entrepreneurs and leaders.

Dawn Grady, owner of [Junebug Jewelry Designs](#), a pop-up store on Vine Street and also a MOTAR graduate, has created a limited edition pair of POWER OF HER earrings that are made of Argentium silver, which is tarnish-resistant, hypoallergenic and responsibly resourced. Grady combines this brilliant metal with three semi-precious gemstones – citrine, rhodonite and turquoise – each with energies reflective of the

POWER OF HER concept. Grady mentions, "Each stone was chosen to reflect a woman's ascension to her own personal royalty." For instance, the turquoise used is meant "as a symbol of wisdom, nobility and power" says Grady.

In addition, ArtsWave's "Imagineers, Impresarios, Inventors: Cincinnati's Arts and the POWER OF HER," will be featured on the merchandise website. This book, released in summer 2020 and edited by Kathy Merchant, former President/CEO of Greater Cincinnati Foundation and ArtsWave Women's Leadership Roundtable member, celebrates nearly 200 women who have shaped Greater Cincinnati's arts. The book includes 120 essays in total told by 34 journalists, freelance writers and authors.

The POWER OF HER brand concept was created by globally recognized and local brand design and innovation marketing agency LPK on a pro bono basis and as a reflection of its longtime work with ArtsWave and so many Cincinnati cultural institutions. LKP Creative Director Jessica Owens Stephens has volunteered additional time beyond her role at LPK to design the branded merchandise in the store.

The store will be online from now through December 7. All proceeds beyond the cost of goods will be used to support the 100+ projects and organizations that the community funds through ArtsWave. All items will be created and shipped by December 16 to arrive before Christmas.

Over the last 18 months through the POWER OF HER, the arts sector has come together through hundreds of female-centric works and an array of events to celebrate women in the arts. POWER OF HER salutes and honors female leadership with woman-centric works of all kinds, underscoring creativity as the vehicle for inclusion and equality. Inspired by the many Cincinnati cultural and civic organizations which were founded by women and have celebrated anniversaries over the past year,* POWER OF HER encompasses art forms of all types. [Here](#) are the remaining POWER OF HER events presently on the schedule.

About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for 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 2020, ArtsWave amassed \$13+ million for the arts, through a combination of its 2020 Campaign and a separate Arts Vibrancy

Recovery Fund, designed to ensure the solvency and a vibrant return of the region's arts assets in the wake of the unprecedented health and economic crisis.

ArtsWave is focused on helping the Cincinnati Region's arts sector weather the coronavirus crisis. The region's arts sector has an economic impact of more than \$300 million annually and includes more than 225 organizations throughout Cincinnati, Northern Kentucky and Southeastern Indiana that employ 10,000+ individuals as artists, performers and staff. The sector was hit at the onset of the coronavirus crisis, when venue and performance closures were announced in early March. ArtsWave has accelerated \$2.4 million in grant payments for 43 organizations which receive operating revenues, expanded its \$10,000 Working Capital Bridge Loans for eligible arts organizations, and has provided Emergency Arts & Culture Organization grants to 47 organizations. The public can help fund these and additional, evolving efforts at artswave.org/give.

*2019-2020 milestone anniversaries include: Taft Historic House – 200 years ; Cincinnati Symphony Orchestra – 125 years; The Children's Theatre of Cincinnati – 100 years; Cincinnati Opera – 100 years; Junior League of Cincinnati – 100 years; Contemporary Arts Center – 80 years; Cincinnati Public Radio – WMUB 70 years, WGUC 60 years, WVXU 50 years; Cincinnati Playhouse in the Park

– 60 years; Vocal Arts Ensemble – 40 years; National Underground Railroad Freedom Center – 15 years.