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**PRESS ADVISORY**

**November 13, 2002**

**WHAT:** "The Brain and the Arts"  
**Creative Education Symposium with David E. Sousa, Ed.D.**  
**WHERE:** Le Petit Trianon Theatre, 72 N. 5<sup>th</sup> Street, San José, CA  
**WHEN:** Wednesday, November 13, 2002. 6:30-8:30 p.m.

San José, CA – Dr. David E. Sousa, leading brain research expert and international education consultant, will be the featured speaker this evening at a free arts education symposium sponsored by Cultural Initiatives Silicon Valley at Le Petit Trianon Theatre in downtown San José.

Dr. Sousa will share insights from his book, "How the Brain Learns," addressing the implications of the arts in learning, and discussing how recent brain imaging studies are helping us to understand the role and importance of music, the visual arts, and movement in brain growth and cognitive function.

The Creative Education Symposium is part of a week-long series of events featuring Dr. Sousa. The East Bay Community Foundation is sponsoring two seminars with Dr. Sousa in Oakland, as well as a teacher training seminar in Walnut Creek on November 15<sup>th</sup>. Dr. Sousa will also present his research findings at an Assistant Superintendents' Luncheon on November 13<sup>th</sup>, sponsored by the Santa Clara County Office of Education.

The Creative Education Symposium is the fourth in a series of arts education-related symposia that brings world-renowned education experts to Silicon Valley to discuss the importance of arts to student learning and achievement.

The Symposium series is part of Cultural Initiatives' Creative Education Program, which provides cash grants, technical assistance, and professional development to public elementary schools in Santa Clara County. The Creative Education Symposia is funded by the David and Lucile Packard Foundation.

Cultural Initiatives Silicon Valley is a public benefit organization formed in response to the research and planning efforts of over 1,000 committed community leaders, and dedicated to the development of a comprehensive plan for the cultural transformation of Silicon Valley. Its mission is to advance the vitality of Silicon Valley through broad cultural participation, quality creative education in our schools and a development of an informed and committed leadership in the community.

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