



## **FOR IMMEDIATE RELEASE**

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### **CULTURAL INITIATIVES MAKES GOOD ON PLAN TO "GIVE IT AWAY"**

**June 28, 2006 – San Jose, CA** – Silicon Valley is one of the few places where a nonprofit organization can be established with the ultimate goal of closing its doors. As San Jose-based Cultural Initiatives Silicon Valley prepares to do just that on its tenth anniversary in December of this year, it has announced that the Santa Clara County Office of Education will take over the organization's Creative Education Program effective July 1, 2006.

The Creative Education Program was Cultural Initiatives' first priority when the organization was formed in 1997. The program's goal was to ensure that all K-5 students were participating in weekly, sequential, standards-based, in-school arts instruction in one or more disciplines, including dance, music, theatre, and visual arts. To date, it has provided nearly \$10 million dollars of cash grants, technical assistance and professional development that has served 65,000 K-5 students at 127 elementary schools in 21 of Santa Clara County's 32 K-12 school districts.

John Kreidler, Executive Director of Cultural Initiatives, sees the transfer of the program as an indicator of success. "Cultural Initiatives was intentionally established to operate for a finite period of time. The last ten years have involved very deliberate efforts to integrate the arts into various sectors of the community and to give that knowledge base to key partners so the programs would continue to thrive long after our organization was gone. The fact that the Creative Education Program is being integrated into the Santa Clara County Office of Education signifies that we have accomplished our goal. This is a tremendous milestone and we couldn't be more pleased."

Under the Santa Clara County Office of Education, the program will operate within the Instructional Services Branch with a goal of moving into the county's remaining elementary school districts and expanding its reach to grades pre-K-12. "We are so happy to welcome this wonderful program into the COE," said Dr. Colleen Wilcox, Santa Clara County Superintendent of Schools. "We want our students to grow into well-rounded adults. That means, for one thing, exposing them to arts instruction. The Creative Education Program will continue to help make that happen."

First-year funding for the program will come primarily from a \$500,000 David and Lucile Packard Foundation grant, with additional income from Cultural Initiatives' substantial surplus when the organization closes in December. Ongoing support will be raised through the Santa Clara County Education Foundation's Cultural Initiatives Fund, a designated resource established to ensure the sustainability of the program.

*Cultural Initiatives Silicon Valley is a nonprofit organization whose goal is to advance the vitality of Silicon Valley through broad cultural participation, quality arts education in our public schools, and development of an informed and committed leadership in our community.*

*In 1997, the research and planning efforts of over 1000 committed leaders from the arts, public, business and government culminated in the development of a comprehensive plan for the cultural transformation of Silicon Valley. Cultural Initiatives Silicon Valley was created to help implement this plan by working with a network of public and private cultural agencies and organizations to provide the necessary resources and leadership to turn the plan into a reality. For more information, please visit [www.ci-sv.org](http://www.ci-sv.org).*

*The Cultural Initiatives Board of Directors includes: Susan Hammer, former Mayor of San José; Kim Walesh, City of San José's Assistant Director of Economic Development; Robert Wayman, Chief Financial Officer of Hewlett-Packard Company; Kim Polese, Co-founder of Marimba Inc.; Harry J. Saal, Chairman, Octago, Inc.; Michael Hackworth, Founder of Cirrus Logic, Inc.; Mai Bui, Chair of Viet Arts; Virginia Chang Kiraly, Venture Partner, Mirador Capital; Christine Harris, Board Member of Salzburg Seminar; and Ann Gralnek, Consultant in Philanthropy.*