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**The San Diego Foundation Unveils
Innovation through the Arts Initiative**

San Diego, CA: The San Diego Foundation's Arts and Culture Program unveiled its Innovation through the Arts Initiative on Tuesday, May 3, 2011 at 6:00 p.m. The program took place at the Museum of Photographic Arts in Balboa Park. The event brought together leaders from all sectors: philanthropists, nonprofit partners, elected officers, business executives, and artists to learn about this multi-faceted, multi-year initiative.

The Innovation through the Arts Initiative includes three primary arts and culture programs: Creativity in Classroom – to ensure that every student, every day, in every K-12 classroom receives a high-quality education in and through the arts; Creative Catalyst Fund: Individual Artist Fellowship Program – provides opportunities that will advance the careers of 10,000 San Diego-based professional artists; and Business of the Arts – to enhance cultural patronage through increased ticket sales, charitable giving, and the strengthening of nonprofit arts and culture organizations.

Bob Kelly, president and CEO of The San Diego Foundation stated, “We believe that San Diegans value arts and culture as essential quality-of-life components. From the simplest celebration of ethnic traditions to Broadway-bound theatrical productions, everyone can find some creative opportunity with which to make meaningful and fulfilling connections.”

Kelly added, “The launch of “Innovation through the Arts” will mark the beginning of a new era in arts and cultural engagement for The Foundation. We encourage all San Diegans to get involved and make the arts an integral part of their lives.” For more information, visit <http://www.sdfoundation.org> or contact Felicia Shaw at Felicia@sdfoundation.org.

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About The San Diego Foundation

Founded in 1975, The San Diego Foundation’s purpose is to promote and increase effective and responsible charitable giving. The Foundation manages more than \$500 million in assets, almost half of which reside in permanent endowment funds that extend the impact of today’s gifts to future generations. Since its inception, The Foundation has granted more than \$700 million to the San Diego region’s nonprofit community. For additional information, please visit the San Diego Foundation at www.sdfoundation.org.