



**FOR IMMEDIATE RELEASE**

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**First Region-Wide Cultural Access Program for College Students Launches Tuesday**

On Tuesday, August 20<sup>th</sup>, Campus Philly will debut Open Arts, the first region-wide arts and culture access program for college students in Greater Philadelphia. Campus Philly serves 30 partner colleges and universities, connecting their students to civic, cultural and professional opportunities throughout the region.

Open Arts will provide the first online platform dedicated to involving college students in the region's arts and culture communities. The website, [openartsphilly.com](http://openartsphilly.com), will include always-available student discounts, student membership rates and rush ticket policies, in addition to student-written reviews and arts commentary. For 15,000 student members – composed of students from all Campus Philly partner schools – free and deeply discounted tickets to arts and culture events and museums will be available.

The program is created with support from the John S. and James L. Knight Foundation, with matching corporate support from Comcast. "Attracting and keeping talent in Philly is key to the city's future. The arts are an important magnet, and we hope that Campus Philly will help them flourish," said Dennis Scholl, vice president for arts at Knight Foundation.

"A vibrant arts and cultural scene that attracts the best and brightest is critical to the success of companies, like Comcast, that call Philadelphia home," said Comcast Regional Vice President of Marketing Sean Brushett. "By connecting college students with Philadelphia's many cultural institutions, Open Arts will create ties to the city and keep students here well after graduation."

"Our goal of the program is two-fold: create another reason for students to stay in Philly and provide cultural partners with access to the next generation of audience-members," says Campus Philly President, Deborah Diamond. "We think the arts and culture communities in Philadelphia offer great reasons for students to explore and stay in Philadelphia. And, for the first time, with this program, our arts and culture partners will have the tracking capability to get to know the college student audience attending their events."

**Campus Philly • Connecting students to a Greater Philadelphia**

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Participating arts and culture groups will load inventory through [openartsphilly.com](http://openartsphilly.com) and tickets will be downloaded by students via TicketLeap. Campus Philly will promote the program through its multiple channels to college students, including visits on campuses during orientation and student activities weeks, e-mail blasts to its database of 22,000 regional students and through social media, specifically @openartsphilly. Campus Philly partner schools will distribute the Open Arts student memberships to specific student communities and student groups on their campuses.

“Philadelphia-area college students are a key demographic for our organization,” says Brett Bertolino, Director of Operations at Eastern State Penitentiary. “We’re excited to expand our outreach to and relationship with this audience through Open Arts.”

To learn more about Open Arts and to attend the launch event on Tuesday, August 20<sup>th</sup> at 5:30 please contact Erica Hawthorne at [Erica@campusphilly.org](mailto:Erica@campusphilly.org).

*Campus Philly is a 501(c)3 nonprofit organization fueling economic growth by encouraging college students to study, explore live and work in the Greater Philadelphia tri-state region. The organization works in three program areas and with 29 regional college and university partners to attract, engage and retain college students in Greater Philadelphia.*

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