



North Carolina Arts Council

Fifty years of leadership

August 8, 2017

Dear Friends and Colleagues:

For 50 years, the North Carolina Arts Council has been guided by the belief that the arts uplift individuals, transform communities and enhance the reputation of our state. Over the next twelve months we will celebrate our anniversary through a statewide arts celebration in 100 counties, showcase North Carolina artists through a media campaign called 50 For 50, and present the accomplishments of the Arts Council in a series of podcasts entitled "Arts Across NC."

This 50th Anniversary toolkit includes links to all these components.

In the toolkit, you will also see a wonderful letter from Governor Roy Cooper and First Lady Kristin Cooper proclaiming the value of the arts and wishing us a happy anniversary. I encourage you to share it with your constituents, supporters and board members and include it in your programs, playbills and websites, as appropriate.

As part of our efforts to create excitement about our shared accomplishments and potential for the future, we have commissioned the creation of a new North Carolina Arts Council logo. This refreshed brand builds on the equity of our previous logos but conveys a vitality that captures the spirit of our work. I hope you like it as much as we do and we ask that you to use it often during the upcoming year!

October is a special month when we highlight all the diverse ways that your work enables citizens to participate in the arts. I ask for your help by dedicating concerts, school residencies, readings performances and other arts activities to the 50th Anniversary. Visit our 50th Anniversary website for ideas on how easy it is to participate in our celebration!

Thank you for all that you do for the arts. In our fiftieth year, I know you will continue to live up to the ideal that brought the North Carolina Arts Council into existence in 1967; "arts for all citizens."

Sincerely,

A handwritten signature in black ink that reads "Wayne Martin". The signature is written in a cursive, flowing style.

Wayne Martin, Executive Director
North Carolina Arts Council