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PRESS RELEASE

For Immediate Release: September 10, 2020

Roswell Arts Fund Announces New Mobile Arts Pop In Performance – Inaugural Tour Dates Set For High Risk Community Members

Roswell Arts Fund (RAF) announces the inaugural performance of the Roswell Arts Fund Pop In Performance Series. A mobile performing arts touring stage will create a moment of delight and surprise to be presented outside and meant to be experienced at a safe social distance from balconies and windows. The first tour includes those most at risk at several of Roswell's senior and assisted living centers.

Covid-19 has disrupted our way of life by limiting and changing human connection and now more than ever, people need art for a positive experience in a troubled world. The Pop In Series is one of the initiatives RAF has created to reach those that have been further isolated. The high-risk population has remained on a shelter in place order, which sadly creates distance with family and creates limitations for enjoying activities around the community.

"The Pop In Series is designed to stop by and bring something a little special like a great friend, neighbor or relative would do to when checking on a loved one. If people can't go to the art, let's bring it to them."

– Amy Mack White – Co-Creator of The Pop In Performance Series

"In the past few months we've been working diligently to adapt our programs to the current needs, and I see this as a pilot initiative that will give us a chance to care for community in a different way, be intentional about catering to specific populations that are particularly affected, and create new opportunities for collaboration in the metro area. The response that we have received from the senior homes has been humbling so far, these residences are incredibly excited and grateful, and already talking about a long-term collaboration."

- Ghila Sanders – Executive Director, Roswell Arts Fund

The inaugural series includes at least 6 touring days of outdoor live performances at 18 different venues from the Pop In Performance's mobile touring stage beginning September 11th. The initial set of shows will focus on senior living centers and high-density communities all of which have been pre-screened and have ample opportunities for optimal safe viewing from the residents.

The backdrop for RAF's mobile stage has been crafted by Atlanta iconic artist Jason Kofke. Kofke's "Everything Will Be Ok" piece has graced Atlanta communities, specifically the Spruill Arts Gallery, long before Covid-19, and his message of hope and optimism will be conveyed as a perfect backdrop to the Pop In Performance Series. Learn more about Jason Kofke: <http://www.jasonkofke.com/>



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Each tour date will feature different talented performers from the metro Atlanta region selected from an open call conducted in August 2020.

Featured artists for the initial performances include:

Vocalist Caitlin Andrews Bayles and pianist Rolando will deliver a 20 - 30 minute performance encouraging audiences to sing and dance along, if the mood strikes them.

Tour Stops for the initial performances of the Pop In Performance Series include:

Historic Roswell Place, St George Village, Vickery Rose Retirement Resort, and Sanford Estates Gracious Retirement Living.

Please note, due to COVID-19 precautions RAF is unable to invite additional audience members or press to join us at the senior living performances. However, we are hopeful that future tour locations will be able to accommodate press safely.

Initial Pop In Performance Sponsors include:

Cobb EMC Community Foundation, Siegel Insurance, Auto Owners Insurance, Gillman Insurance Problem Solvers, Jackie Vienneau, Dan and Amy White

For more information on this program and sponsorship opportunities, please visit <https://roswellartsfund.org/initiatives/pop-in-performances>

About Roswell Arts Fund

Roswell Arts Fund, an independent 501(c)(3) nonprofit organization, is the designated arts agency for the City of Roswell. Roswell Arts Fund was founded to strengthen the scope of the arts in the city and to champion the ability of diverse cultural experiences to excite the imagination, strengthen public places, and encourage conversation. Through each of our initiatives, Roswell Arts Fund aims to IGNITE creative conversations, INSPIRE residents, visitors, and businesses to create, support, and become engaged in the arts and IMPACT the economy by making Roswell a cultural destination.

Roswell Arts Fund is funded in part by the City of Roswell, the Fulton County Board of Commissioners, and the Community Foundation of Greater Atlanta

Website: www.roswellartsfund.org
LinkedIn: <http://www.linkedin.com/company/Roswell-Arts-Fund/>
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