



FOR IMMEDIATE RELEASE

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Delaware Arts Alliance Reaches and Exceeds 2014 Membership Goal

January 22, 2015 WILMINGTON---Delaware Arts Alliance (DAA) Executive Director Guillermina Gonzalez announced today that DAA exceeded its 2014 Individual Membership Goal by 119%. DAA's 2014 goal was to grow from approximately 100 Individual Members to 500 Individual Members. DAA surpassed this goal by closing 2014 with 553 Individual Members.

Guillermina Gonzalez considered the impact of DAA's membership base, "Having over 500 arts advocates sign on as Individual Members of DAA is truly a milestone in our history and shows the great support for the arts in Delaware. We are thankful to the arts community for embracing our membership goal. DAA's Individual Members are essential to DAA's mission to be a unifying voice for the arts in Delaware."

In 2014, DAA embarked on an ambitious plan to increase its membership base. DAA waived its Individual Membership fee and instead asked people to pledge to Acts of Advocacy for the arts in Delaware, such as purchasing art work from a local artist, attending an arts event, or advocating for the arts to elected officials. The Free Membership Campaign was launched in January 2014 at Woodburn, the Governor's Residence in Dover, with First Lady Carla Markell signing up as the first DAA Free Individual Member. The Free Individual Membership Campaign grew quickly.

Over the course of 2014, DAA membership swelled from 120 to 553 Individual Members, making it one of the larger state advocacy groups in the country. A group of 500 passionate advocates for the arts combined with DAA's 40 Institutional Supporters creates a real impact when DAA speaks about the importance of the arts for our communities and when legislative decisions related to the arts are being made.

The Delaware Arts Alliance is the unifying voice for the arts and arts education throughout the state, advocating for the central role of the arts in advancing dynamic communities and a creative citizenry. For more information, please visit www.delawareartsalliance.org.

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