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Contact:

Audrey Cohen
Epoch 5 Public Relations
631-427-1713
acohen@epoch5.com

**TENS OF THOUSANDS CELEBRATE THE ARTS IN OCTOBER DURING
THE 2ND ANNUAL ARTS ALIVE LI FESTIVAL – PRESENTED BY
BETHPAGE FEDERAL CREDIT UNION**

**MONTH-LONG SHOWCASE OF LONG ISLAND’S ART, ENTERTAINMENT AND
CULTURAL ATTRACTIONS GENERATES GREAT AWARENESS FOR
LONG ISLAND’S RICH CULTURAL LANDSCAPE**

Woodbury, NY ... December 18, 2013 – The 2nd Annual [Arts Alive LI](http://ArtsAliveLI.org) Festival, presented by the Long Island Arts Alliance (LIAA) and [Bethpage Federal Credit Union](http://BethpageFederalCreditUnion.com), returned to Long Island this year successfully launching a tri-state media campaign inviting tens of thousands of Long Island residents and visitors to celebrate the arts across Long Island.

The month-long, multi-venue showcase, which took place from September 27 – October 31, 2013, united art, entertainment and cultural organizations throughout Long Island and paid tribute to Long Island’s arts and entertainment world throughout Nassau and Suffolk Counties. More than 40 Long Island organizations participated in the 2nd Annual Arts Alive LI, including 14 new partnering venues including art galleries, festivals, parades, film houses, theaters, universities and neighborhood restaurants across Long Island. “Thousands discovered, as they journeyed from venue to venue, why Long Island is truly one of the strongest cultural destinations in the country,” said Theresa Statz-Smith, Executive Director, Long Island Arts Alliance.

ArtsAliveLI.org, the festival’s one-stop online portal, which remains active throughout the year, played home to the festival, where thousands of visitors viewed the festival’s online calendar of events throughout the month, learned about performers, and linked directly to partnering venues

to purchase tickets. Today, visitors will find news about ongoing art and cultural events. Budding and professional artists can access Arts Mkt to uncover available art classes, camps, lessons, workshops, exhibit and contest opportunities, as well as newly added links to artist databases.

Throughout the year, the LIAA also prominently profiles local artists in “Artist of the Month,” sharing current news and accomplishments with visitors.

To help bring the Arts Alive LI festival to fruition, the LIAA partnered with community-minded businesses and educational and philanthropic institutions such as Bethpage Federal Credit Union, to position Long Island as a world-class arts region and vital cultural destination.

“Long island is a vibrant and cultural place to live, work and play, and Bethpage is proud to collaborate and work alongside the Long Island Arts Alliance to support the arts on Long Island, to help enrich the lives of those to reside and visit here,” said Linda Army, Senior Vice President, Corporate Strategy, Bethpage. “There is such a wealth of artistic talent and exciting venues right here in our own backyard. The LIAA did a great job on its second annual Arts Alive LI festival, successfully showcasing all that Long Island has to offer.”

Partnering art and cultural organizations agree, citing at-capacity and sold out shows including Arts Alive LI 2013 spokesperson Melissa Errico’s performance at the Tilles Center for the Performing Arts, David Sedaris’ performance at the Staller Center for the Arts, Suffolk County Community College’s Sol Y Sombre Latin Soul event in its Van Nostrand Theatre, and Betty Buckley’s “The Vixens of Broadway” performance at the Bay Street Theatre in Sag Harbor.

“There’s nothing like the arts and art education for developing self-esteem and overall, having fun in life,” said Broadway Star and Arts Alive LI 2013 Spokesperson, Melissa Errico. “I am proud to be representing this true collaborative effort that will help attract people to this vibrant, cultural community.”

“Arts and culture mean business and jobs on Long Island and Arts Alive LI is an economic driver for the region, raising awareness, and inspiring locals and visitors alike to get out and get inspired,” said Statz-Smith. “The U.S. Bureau of Economic Analysis and the National Endowment for the Arts just released the first study proving art and culture is a significant part of the U.S. economy, an important part of the labor force and our country's GDP. Now that's cause for celebration!”

New to the Arts Alive LI 2013 “Signature Series” was the Nassau County Museum of Art – *Long Island’s Finest ... Fine Art, Fine Food, Fine Wine, Fine Company*, Walt Whitman Birthplace Association – *Walking with Whitman: Poetry in Performance*, Patchogue Theatre for the Performing Arts – *Jen Chapin in Concert, with special guest Dave March*, Bay Street Theatre – *The Vixens of Broadway! with Betty Buckley*, YMCA Boulton Center – *James Hunter Six, 2013 Long Island African American Heritage Festival, Jamboozie Festival at the Vanderbilt Museum, The Craic Festival Stoked Fest*, Port Jefferson Chamber of Commerce – *A Taste of Port Jefferson*, Sid Jacobson Jewish Community Center – *Flavorful Life, Healthy Snacking*, Art League of Long Island – *Art After Dark*, Roots Bistro Gourmand – *Harvest Feast*, Mirabelle’s Restaurant at Three Village Inn – *Guy’s Pig Roast* and American Cheese – *Artisanal Cheese 101*.

“We were so happy to be a part of Arts Alive LI 2013. As one of the smaller not for profit theaters in the area, we feel it is important to network with other venues in an effort to share not only our success stories, but our challenges so that we may all find ways to move forward providing great entertainment across Long Island,” said Michele Rizzo-Berg, Center Director, YMCA Boulton Center. “Being a part of Arts Alive LI increased not only our exposure throughout the North and South Shores, it allowed me the opportunity to network with others who also provide their community with great programming. We look forward to being included in Arts Alive 2014.”

“The ArtsAliveLI.org website and annual festival is a true collaborative effort between our region’s arts organizations and the business, media and transportation communities to increase cultural tourism and encourage economic development,” said Roger Tilles, Founder, Long Island Arts Alliance.

In addition to the Arts Alive LI “Classic Series” and “Family Series” of events, this year’s festival featured “Arts Alive LI for Foodies,” a series of events for people with a passion for the culinary arts that included chef demonstrations, “farm to table” menus, and tastings featuring Long Island’s finest food, wine and beer. LIAA partnered with Edible Long Island magazine and restaurants such as Roots Bistro Gourmand presenting a Harvest Feast menu, Sayville’s American Cheese hosting “Artisanal Cheese 101” and Chef Guy Reuge holding his Annual Pig Roast at Mirabelle at the Three Village Inn.

Also new for 2013 was a series of contests developed to create excitement for ArtsAliveLI.org and the festival calendar, beginning with a poster contest challenging artists of all ages, from pre-school to professional, to design a poster depicting what the arts on Long Island meant to them. Third grader Oroboghene (Orobo) Ogbovoh, from the Gotham Avenue School (Elmont Union Free School District) won the overall Grand Prize and was awarded an Apple mini-IPAD and a \$500 gift certificate donated by Arts Alive LI presenting sponsor Bethpage Federal Credit Union. The Long Island Arts Alliance also spearheaded “Get Inspired” give-away contests where participants won airline tickets, as well as tickets to a number of stage performances to see Betty Buckley at the Bay Street Theatre in Sag Harbor, Lou Gramm at Landmark on Main Street in Port Washington, Jen Chapin at the Patchogue Theatre and to Cultural Workshops through the Huntington Arts Council. Social media contests also took place with prizes to upcoming Tilles Center for the Performing Arts 2013-2014 performances.

The Second Annual Arts Alive LI October Festival 2013 was presented by the Long Island Arts Alliance and Bethpage Federal Credit Union with additional support from Long Island Community Foundation, and for the first time, the New York State Council on the Arts, and the Empire State Development’s Division of Tourism/I LOVE NEW YORK, through Governor Andrew M. Cuomo’s Regional Economic Development Council initiative. Other new supporters for 2013 included Long Island Press, Southwest Airlines, Edible Long Island Magazine, Long Island Parent, the Bloomingdale’s Fund of the Macy’s Foundation, News 12, Newsday, Cablevision and WFUV Radio. Returning supporters included public media station WLIW21, an affiliate of WNET, the Long Island Railroad, and Martha Clara Vineyards.

[Long Island Arts Alliance](#) (LIAA) is a collegial network of the region's not-for-profit arts and arts education organizations, promoting awareness of and participation in Long Island's world-class arts and cultural institutions. LIAA offers diverse support services to member organizations, serves as an advocate for arts education in our schools and collaborates on strategies for economic development and community revitalization.

[Bethpage Federal Credit Union](#) is a not-for-profit financial cooperative, existing solely to serve its members and has experienced rapid growth in recent years to become a strong alternative to banks. Bethpage was approved for the largest federal community charter in the U.S. in 2003 and now is Long Island's largest credit union and leading community financial institution with over 228,000 members, 26 branches and 60 shared service center locations throughout Nassau and Suffolk Counties. As a financial cooperative, Bethpage offers better rates, lower fees and a full menu of personal and commercial financial services.

Bethpage maintains branch locations in Bay Shore, Bay Shore King Kullen, Bethpage, Central Islip, Commack King Kullen, Elmont, Farmingdale, Freeport, Glen Cove, Hempstead, Huntington, Levittown King Kullen, Lynbrook, Massapequa, Melville, Mineola, North Babylon, Patchogue, Port Jefferson, Riverhead, Seaford, Smithtown, Roosevelt, Valley Stream, West Babylon and Westbury with over 425 surcharge-free ATMs in King Kullen, 7-Eleven, CVS Pharmacy and Costco locations throughout Long Island. For more information, call 1-800-628-7070 or visit www.bethpagefcu.com.

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