



# Press Release

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**African-American Shakespeare Company's Shake-It-Up Program**  
**Awarded California Arts Council**  
**"Arts Education: Exposure & Artists in Schools" Grant**  
*State funds support attendance at performances and School Curriculum programs  
for students with limited access*

San Francisco, CA – The California Arts Council announced its plans to award \$32,400 to African-American Shakespeare Company as part of its Arts Education: Exposure and Artists in Schools program.

As a segment of the California Arts Council Arts Education grant opportunities, Exposure grants support attendance at performances and exhibitions for students who may otherwise have limited access to these experiences. The impact of student attendance at these events is complemented by pre- and post-attendance activities.

The Artists in Schools program supports projects that integrate community arts resources—local artists and nonprofit arts organizations—into comprehensive, standards-based arts-learning for PreK-12 students during the school day. Applicants' projects must take place during regular school hours at the school site, and should address the unique circumstances of the school environment.

With African-American Shakespeare Company's Shake-It-Up, students from public schools will have access to special school matinee performances on Thursdays for all shows throughout the 2018-19 Season (Season Announcement coming up in July 2018) beginning in September 2018 and running until July 2019. The company is combining its arts education program with an in-school residency program to develop a curriculum that correlates with the teaching goals of a curriculum based education through the use of art.

"We are honored for the support of California Arts Council to recognize the value of our young people being exposed to quality arts performances and events," says Founder and Executive Director Sherri Young. "I remember attending live performances at a very young age. And the experience created an imprint on my soul that lead my career path to be part of this artistic landscape where I now create the space for artists and students to engage."

African-American Shakespeare Company was ranked first on the list out of 113 grantees chosen for the Arts Education: Exposure program; and one out of 157 grants for Arts Education: Artists in Schools award. The award was featured as part of a [larger announcement](#) from the California Arts Council. (Official announcement about the Arts Education: Artists in Schools to be announced soon).

“Studies have shown that projects like *Shake It Up* that offer real-world, authentic interaction with the arts have a rewarding effect on learning ability,” said Nashormeh Lindo, California Arts Council Chair. “These early life experiences can spark interests, provoke thought, and build a student’s capacity for success. The path of what’s possible is widened by every opportunity to step outside the familiar.”

To view a complete listing of all Arts Education Exposure grantees, visit [http://arts.ca.gov/programs/files/FY1718\\_ProjectDescriptions\\_AE-EXP.pdf](http://arts.ca.gov/programs/files/FY1718_ProjectDescriptions_AE-EXP.pdf).

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African-American Shakespeare Company was introduced in 1994 to open the realm of classic theatre to a diverse audience; and provide an opportunity and place for actors of color to hone their skills and talent in mastering some of the world’s greatest classical roles. We do this by producing work from the canon of classical theatre including Shakespeare and great American and world playwrights that is lively, entertaining and relevant.

The mission of the California Arts Council, a state agency, is to advance California through the arts and creativity. The Council is committed to building public will and resources for the arts; fostering accessible arts initiatives that reflect contributions from all of California's diverse populations; serving as a thought leader and champion for the arts; and providing effective and relevant programs and services.

Members of the California Arts Council include: Chair Nashormeh Lindo, Vice Chair Larry Baza, Phoebe Beasley, Christopher Coppola, Juan Devis, Kathleen Gallegos, Jaime Galli, Donn K. Harris, Louise McGuinness, Steven Oliver, and Rosalind Wyman. Learn more at [www.arts.ca.gov](http://www.arts.ca.gov).