

Introducing the

CAMP  
FOR  
IGN  
**ARTS**  
Experience, Empowerment, Participation

[A conference within A  
conference]

**Learn  
About**

Everyone is invited at no cost as our guests  
for our *10th Anniversary* conference of  
**Breaking Down The Walls:** Reaching  
Youth and Communities Through The Arts at  
*Rutgers University in Piscataway NJ*

**BREAKING DOWN  
THE WALLS**

Reaching Youth and  
Communities Through  
the Arts Conference,  
**October 29,30,2009**

On the campus of **Rutgers Piscataway** sponsored  
by the **Arts Marketing Partnership** and **Heart of  
the Arts Project** and **NCADD** of Middlesex County  
workshops such as the arts and trauma,  
Problem-Solving Theater, Dynamic Movement

**programs in the communities  
arts impact on individuals**

*Participate in discussions on audience  
development, the value of the arts  
marketing among others.*

*October 29, 30, 2009*

*October 29: 9:00-5:00*

*October 30: 9:00-3:00*

**REGISTRATION REQUIRED**

*Call or email for more information:*

**732.591.2362**

**artsconference@aol.com**

Please go to [www.center4arts.org](http://www.center4arts.org) on the  
Breaking Down the Walls section, for a  
downloadable registration form

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**Keynote Presentation: October 29th**

*CIMARRONES is an Afro-Puerto Rican musical group based in South Plainfield New Jersey dedicated to the preservation of Puerto Rico's oldest living African musical and cultural tradition, Bomba; enjoy and participate*

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and their partners

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*Our partners on the following two workshops  
are the New Jersey State Council on the Arts,  
ArtPride NJ and Arts Builds Communities*

**Workshops:**

Friday, October 30th Facilitated by Lois  
Saperstein, Executive Director of Center  
For The Arts: Prevention

**The Arts and Social Services:**

Perfect Together! Arts organizations expand  
your resources; when you develop mutual  
objectives to achieve mutual goals everyone wins.

**Artists and the Social Service Community:**

opportunities to work together. As an artist,  
discuss how to prepare a presentation proposal;  
and approach a social service organization.

**Town Hall Discussion:**

The Value of the Arts: what is the impact of  
the arts on individuals, communities and  
society. Are we communicating the message?  
Thursday October 29th

**Audience Development:**

*how do we develop new audiences in the arts?  
A discussion led by Phillip Matthews, presently  
Director of Audience Programs at Theatre  
Communications Group. Thursday October 29th*

**Technology Concepts for Non-Profits:**

*An Introduction The aim of this workshop is to  
introduce non-technical audiences to some of  
the key information, technology concepts, strategies  
and technologies in a non-profit environment. Led by  
Tydas, Inc. Friday October 30th in the afternoon*

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\*Register for the conference and attend for a chance to win 250 custom designed  
brochures on recycled stock sponsored by the Arts Marketing Partnership