

NEWS RELEASE

Rockford Area Convention & Visitors Bureau



Third Round of Our Journey Micro-Grants Supports Four More Local Area Arts Organizations

RACVB, Rockford Area Arts Council and Rockford Art Deli's Micro-Grants to Help Fund Music Program, Pop Up Events and Virtual Experiences for the Community

FOR IMMEDIATE RELEASE

September 24, 2020

Rockford, IL – The **Our Journey Micro-Grant program**, in partnership with Rockford Art Deli, Rockford Area Convention & Visitors Bureau (RACVB) and Rockford Area Arts Council (RAAC) has released its third round of local grant recipients. Local area art-focused organizations each received \$500 to drive excellent project work in Winnebago County. These funds were seeded by the sales of Rockford-themed masks and t-shirts. The recent awardees who have been announced include:

- **Sounds of Good News (SOGN) Productions** - The "YES" Club "Healing America" projects are a movement for improvement to bring inspiration and information to children and families in the Greater Rockford region communities and beyond.
- **Now What Pop-Ups** – This organization provides artistic and literary pop-ups that are a peaceful reflection of a contemplative within the Rockford region.
- **The Arc of Winnebago, Boone and Ogle Counties** - Community through Color provides quality virtual art instruction as well as art materials to individuals affected by the stay-at-home orders and restrictions to community events, such as art classes.
- **The Music Academy** – This not-for-profit community school provided pop-up performances along the bike path on September 12. There was a great turnout for the event and many kids were able to perform.

"The Our Journey Micro-Grant program has been a catalyst helping to create wonderfully entertaining events and inspiring programs within our local arts community. In addition to that, it shows the value and positive impact of partnerships in our community," said Kristen Paul, RACVB director of destination development. "So far a total of \$6,100 has been raised and we're happy to announce that this grant opportunity will continue to open more doors for other recipients who could benefit from this assistance. It's uplifting to see these funds being put to such great use in our local community, especially during these times. We are grateful to the Rockford Area Arts Council and Rockford Art Deli for helping to make this happen."

Launched in early May, the Our Journey Micro-Grant Program is designed to benefit artists and art organizations by awarding funding allocations of up to \$500 for artistic endeavors throughout the Rockford region. Applicants should be creative, demonstrate love for Winnebago County, and celebrate all our community has to offer as we recover from the impact of COVID-19.

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There are a total of thirteen award recipients to-date. Pending funding, this ongoing partnership aims to further elevate the arts community in the Rockford region year-round. The Rockford Area Arts Council will help fund and sustain the grant with their Action Grant funds which have served a very similar purpose; to support artists working in the Rockford community.

"The Rockford Area Arts Council is thrilled to continue a partnership with RACVB and Rockford Art Deli's #HereforGood campaign to provide funding to local area artists through the Our Journey Action Grants. Fundamental to the mission of the Arts Council, grants are one of several ways the Arts Council addresses its goal to nurture, cultivate, and advocate for artists and arts organizations." said Kate Kilgore, Rockford Area Arts Council education & community engagement director.

The fourth round of grant applications are due by Friday, October 30. To support the cause by purchasing a mask, or for more information, visit www.GoRockford.com/OurJourney.

About RAAC: *The Rockford Area Arts Council exists to support, promote, and develop access to the arts for everyone. We are the collective voice of individual artists and arts organizations. We believe in the transformative power of the arts and its ability to set the tone for a city's creative and cultural infrastructure.*
www.artsforeveryone.com

About RACVB: *RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities.* www.gorockford.com

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