

**Media Contact:**

Mississippi Presenters' Network  
Adam Stewart  
Public Relations Coordinator  
662-236-6429 (o)  
901-237-9091 (c)  
[mspresentersnetwork@gmail.com](mailto:mspresentersnetwork@gmail.com)



## **Mississippi Arts Go Dark on March 5th**

### **Mississippi's arts groups raise awareness of the economic impact of the arts**

OXFORD, Miss. (Feb. 27, 2020) – This week, the Mississippi Presenters' Network will be launching its Arts Go Dark Campaign, a state-wide multimedia awareness effort to promote the economic impact the arts programs in Mississippi have on their communities.

With the joined support from arts councils, theatres, festivals and dance companies from across the state, the Arts Go Dark Campaign will be a first of its kind cooperative push to show what it would be like if the state's arts programs were to disappear. What would our state look like with No Blues Festivals, Culinary Events, Concerts, and Community celebrations?

On Mar. 5 the websites and social media for all of the participating organizations will begin sharing the unified message of what would happen if the Arts Go Dark. Visitors to the campaign website will be able to find information and resources to increase awareness on how important the arts are as an essential economic drive for the state of Mississippi.

The organizations joining the Mississippi Presenters' Network will have several opportunities to highlight their own unique contributions to the arts in the state as well. On launch day, there will be film crews in Jackson, MS attending the Arts Day at the Capitol event to help document the roles that arts groups have played as part of the Arts Go Dark Campaign.

“What we want people to understand is that spending money on the arts is money that goes right back into reinvigorating the community,” says Wayne Andrews, chair of the Mississippi Presenters Network. “Festivals secure hotel room nights from visitors, museums draw families to historical communities, plays natural come with dinner out and often a baby sitter to pay at the end of the night. The arts impact is big and small from supporting jobs in our communities, driving tourism and celebrating our state.”

When Mississippi's political leaders are making decisions on what programs are most important to the continued economic growth of the state, it is important that they know just how much the arts contribute. The hope is that the Arts Go Dark Campaign will help make the massive economic value of the arts known when those decisions are made.

-30-

### **About Mississippi Presenters Network:**

The Mississippi Presenters Network works to support the efforts of other organizations celebrating the arts across Mississippi including local libraries, arts councils, and community groups hosting concerts. These large and small presenters put on annual events, community festivals, and live events throughout the state, but the goal of the Mississippi Presenters Network is simple. Through sharing of knowledge, advocating for support, collaborative resources each of our organizations will become stronger.