



THE ART EFFECT

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FOR IMMEDIATE RELEASE

The Art Effect Presents Annual Regional Portfolio Week, November 2 - 5

POUGHKEEPSIE – The Art Effect is pleased to present the 19th annual Hudson Valley Regional Portfolio Week on November 2-5, 2020, from 4-8pm each evening. Due to Covid-19, the traditional Portfolio Day will be virtual and expanded to give more than 300 students a safe environment to visit with more than 35 colleges across the nation. To see the full list of visiting colleges and universities, visit [here](https://feelthearteffect.org/portfolio-week-schedule). (<https://feelthearteffect.org/portfolio-week-schedule>)

This event is FREE for high school and college students to speak with representatives from major art schools, have their portfolios critiqued, and receive a competitive advantage as they contend for merit-based scholarships in the arts. Students will upload 15-20 examples of original, recent artwork and be ready to present their portfolios via Zoom during their allotted time slots with college representatives. Students will obtain course major information, admission policies, and information on scholarship opportunities directly from their preferred schools. Pre-Registration is required and can be found at <https://feelthearteffect.org/portfolio-week-schedule>

Students who participate in portfolio review sessions gain a competitive edge in developing a strong college application. In past years, hundreds of Hudson Valley students at The Art Effect and across the region have discovered their future college at Portfolio Day. 100% of Art Institute students from The Art Effect receive scholarships and unique educational opportunities from funding relationships that often begin by attending Portfolio Day.

“Portfolio Day gave Alyssa an opportunity to get some great and honest feedback from different people, other than her day to day art teachers. It also opened her eyes to all of the college opportunities out there, that we as a family had no idea existed. The colleges really gave her an idea of what she should start adding to her portfolio to prepare for college admissions

processes! We didn't realize how unprepared we were!" Kerri and Joe Palermo, parents of Alyssa Palermo, Portfolio Day 2019 Attendees.

For more information on Portfolio Week and other art courses, college visits, and special events hosted by The Art Effect, please call 845-471-7477 or visit feelthearteffect.org.

About The Art Effect: The Art Effect empowers youth to develop their artistic voice to shape their futures and bring about positive social change. We help youth in the Hudson Valley explore, experience, and excel in the arts, introducing them to visual arts and media, giving them the opportunity to develop real skills in these fields, and guiding them towards achieving their academic and career goals. We believe that the arts have the power to create a more vibrant, caring, and sustainable world led by a generation of youth who value creative thinking, diverse voices, and stronger connections between all people. More information at feelthearteffect.org or [@feelthearteffect](https://www.instagram.com/feelthearteffect)

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