



THE ART EFFECT

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FOR IMMEDIATE RELEASE

The Art Effect Offers Summer Programming for Ages 4-19

POUGHKEEPSIE, NY - The Art Effect has adapted its summer programming for youth ages 4-19 to keep the creativity flowing while adhering to state and local Coronavirus guidelines. Expanded offerings for each age group — Arts Camp (ages 4-10), Summer Intermediate Arts Program (ages 11-13), and Summer Art Institute (ages 14-19) — will be available to those who wish to attend virtually or in-person.

For decades, The Art Effect's summer programs, Dutchess Arts Camp, Junior Art Institute (now called Summer Intermediate Arts Program), and Summer Art Institute, have enriched and empowered local youth through art and exploration. Now, with the region cautiously re-opening, The Art Effect has reimaged and expanded its summer programs in order to continue to provide high quality arts education to young people throughout the Hudson Valley.

Parents of children ages 4-10 can choose from three options: Arts Camp Video Package, which includes ten video lessons and corresponding supplies kits designed specifically by experienced teaching artists; Virtual Arts Camp, for live remote instruction, with morning circles and afternoon sing-alongs; and traditional Dutchess Arts Camp, should in-person summer camps be allowed to take place, at Poughkeepsie Day School. Scheduled for July 6 - 31 with smaller group sizes to ensure a safe yet fun experience, Dutchess Arts Camp will engage campers and take them on a unique creative journey.

The Summer Intermediate Arts Program for middle school-aged students combines the fun and artistic exploration of Dutchess Arts Camp with the skills-building of the Junior Art Institute. Young artists will discover the power of creative self-expression while learning new skills in painting portraits and landscapes, creating 3-D sculptures, and experimenting with mixed media. Young artists can choose from three options: ten downloadable video lessons; a 2-week, half-day virtual program; or a 2-week, full-day, in-person program at the Trolley Barn, 481 Main St Poughkeepsie, from July 27 - Aug 7.

The Art Effect's Summer Art Institute (SAI) is for artistically motivated teens ages 14-19 to develop their creativity and build skills that prepare them for advanced study and careers in the visual arts. This summer's focus will be drawing and painting and will take place at the Trolley Barn from July 6 - July 24. Those unable to attend in person can participate in SAI virtually: "Zoom-in" students will receive remote access to in-person classroom sessions and will participate fully in class activities, assignments, and discussions.

Throughout the COVID-19 crisis, The Art Effect has continued to serve the community and support young people in harnessing their creative voices for positive social change by providing the platform, materials, and direction to continue to stay connected, motivated, and hopeful for the future. By providing expanded options and new programs this summer, The Art Effect plans to serve a wide constituency with high-quality arts programs, both virtual and in-person.

"The Art Effect continues to provide engaging programs for young people during this unprecedented time," says Gaye Mallet, Chair of the Board of Directors at The Art Effect and Vice President of Human Resources & Organizational Development at Adams Fairacre Farms, Inc., "We are proud to innovate and expand our summer programs in direct response to the needs of families across the Hudson Valley. We expect a busy summer as parents and children look for outlets for their creative energy!"

Visit feelthearteffect.org for more information and pricing. In-person programming is subject to change in response to state and local guidelines.

About The Art Effect: The Art Effect empowers youth to develop their creative voice to shape their futures and bring about positive social change. The organization facilitates educational programming for youth in the Hudson Valley to explore, experience and excel in the arts. The programs provide introductions to visual arts and media, giving participants the opportunity to develop real skills in these fields and guiding them towards achieving their academic and career goals. The Art Effect is anchored by the belief 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.

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