



CONTACT: Pamela Perry
Communications & Marketing Manager
pamela@feelthearteffect.org
845-471-7477

FOR IMMEDIATE RELEASE

The Art Effect To Participate in Hudson Valley Gives Day on May 19, 2021

POUGHKEEPSIE, NY (May 19, 2021) – The Art Effect is excited to announce participation in the regional day of giving – **Hudson Valley Gives**. This 24-hour online fundraising event today through May 31, provides nonprofit organizations the opportunity to reach thousands of new potential donors and boost their visibility exponentially through the power of social media, print/broadcast marketing materials and word of mouth.

As one of the largest arts organizations in the Hudson Valley, The Art Effect provides inspiration, relief, and hope to youth throughout the Hudson Valley — giving them a voice through art! Every student, from the youngest artists to the flourishing filmmakers, learns how to cultivate and share their unique voice with the world. This year, The Art Effect is on a mission to support more youth during continued challenges related to the pandemic, unemployment, and social unrest by providing youth with artistic training, mentorship, job skills, and leadership opportunities.

“The Art Effect is more than just a place to make art,” says Anna Langdell, Director of Development and Communications. **“It’s a community that celebrates our student’s interests, provides mentorship, and gives them the resources and support they need for self expression, problem solving, and leadership.”**

Learn more about The Art Effect’s mission to make a difference in the lives of local youth and hear from the young people in your community as they raise their voices and create change. Fundraiser closes May 31. Visit <https://www.hvgives.org/organizations/the-art-effect!>

About The Art Effect: The Art Effect was created in 2018 from two long-standing arts education agencies in Poughkeepsie, NY: Mill Street Loft and Spark Media Project. The Art Effect empowers youth and people of all ages to explore, experience, and excel in the arts: by 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. With the opening of the new 3,000 square-foot Trolley Barn Gallery for exhibitions and classes, The Art Effect is continuing to nurture and grow Poughkeepsie’s vibrant art scene and help revitalize Main Street.

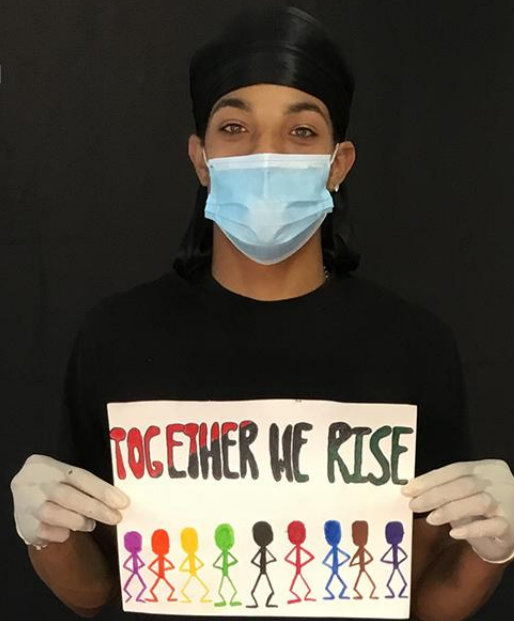
About Hudson Valley Gives: This 24-hour online event on May 19 gives organizations the opportunity to reach thousands of new potential donors and provides the type of visibility that

only a community-wide effort of this type can generate. Prizes and matching donations will be offered all day long as an incentive to donors to give generously. www.hvgives.org

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We find comfort in a place to express our fears, rage, successes, hopes and dreams.



THE **ART** EFFECT



GIVE YOUTH A VOICE

Through The Arts

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