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New Victory Theater
IN PARTNERSHIP WITH BE AN #ARTSHERO
ANNOUNCES THE LOCAL LAUNCH OF

#ArtsAreMySuperpower



**NATIONWIDE LETTER-WRITING CAMPAIGN TO EMPOWER
OVER 6 MILLION CHILDREN AND YOUNG PEOPLE TO RAISE THEIR VOICES
IN SUPPORT OF THE ARTS AND THE DAWN ACT**

October 1, 2020 (New York, NY) – New Victory joins a coalition of Youth Arts Organizations around the country in launching **#ArtsAreMySuperpower**, a nationwide letter writing effort to galvanize the **more than 6 million youth** directly impacted by the coalition’s work. The campaign seeks to educate and inspire young people to use their voices and compel our government to save their future in the arts and culture sector of our country. New Victory will supply families with free letter-writing and art-creating templates to express their love of the arts and demonstrate its significant contribution to our nation, offering kids a chance to participate in civic engagement, perhaps for the first time.

The **#ArtsAreMySuperpower** initiative, taking place throughout the month of October, advocates for Congress to support the DAWN Act (Defend Arts Workers Now), urging the U.S. Government to pass a comprehensive arts relief package in recognition of the **Arts and Culture sector’s \$877 billion value added contribution to the national economy (which is 4.5% of GDP), employing 5.1 million Arts Workers.**

In a landmark study with the research firm WolfBrown, New Victory joined with under-resourced school communities with no arts programming to measure the [intrinsic impact of performing arts on youth](#). When asked questions about whether they will graduate, get a job or live a happy life, students participating in the research who attended performances at the New Victory had a far more optimistic outlook toward their future than students who did not attend performances. New Victory also found that children exposed to the arts are much more able to imagine the lives of others and continue seeing and participating in the arts as they grow, particularly if they are exposed to live theater before the age of eight, further indicating that investment in youth engagement with the arts will benefit the U.S. economy for years to come.

“As artists, educators and arts workers, we have a responsibility to protect the arts as essential in helping young people recover from a nation in crisis. We know from our research that the performing arts build empathy and instill hope, and what could be more important than equipping the next generation with the skills they need to imagine and build a better future? Without the vitality of the arts and culture sector, American youth will miss opportunities to develop new talents, nurture creativity or pursue interests and careers that define this nation,” says Russell Granet, President & CEO of New 42, the nonprofit behind New Victory Theater.

“Without massive, immediate Federal relief to the Arts & Culture sector, we will lose an entire generation who would have otherwise joined the labor force of the Creative economy, not to mention consumers of Arts and Culture,” said the founders of Be An #ArtsHero. “The fine and performing arts economies are estimated to lose 50% of all jobs, due to COVID-related unemployment. This is nothing short of an economic depression. We need proportionate relief from Congress in order to sustain and rebuild our sector and the communities in which we are economic drivers. Without it, our youth may be forced to divert their dreams, our social fabric will tear, and our economy will suffer catastrophic results locally and nationally.”

“Young people have a right to access the arts as a central part of their lives and their education. Our children deserve a future that prioritizes the arts and a government that recognizes the importance that the arts play in their development,” says Jonathan Shmidt Chapman, Executive Director of Theater for Young Audiences USA (TYA/USA), one of the national coalition partners. “The pandemic has compromised the sustainability of the entire arts ecosystem, including the artists, arts educators, and arts organizations that serve children and young people every day. It’s time to see and hear what the next generation has to say.”

BE AN #ARTSHERO is a national, non-partisan grassroots movement that emphasizes Arts & Culture’s contribution to the economy, urging Congress for immediate, proportionate relief. We are a united, intersectional, sector-wide coalition and have been covered by *The Washington Post*, *Forbes*, *MSNBC’s Morning Joe*, *CBS New York*, *TODAY*, *Late Night with Seth Meyers*, and more; our viral detailed **OPEN LETTER TO THE U.S. SENATE** has been signed over 15K times by the leaders of every major Arts organization; Pulitzer, Oscar, Grammy, Emmy and TONY winners; rank and file, blue collar Arts workers; and countless prominent figures including Rosario Dawson, Cher, Mark Hamill, Glenn Close, Bette Midler, Lewis Black, Rainn Wilson, Kevin Kline, Patti LuPone, Tony Goldwyn, Bebe Neuwirth, Cyndi Lauper, Carla Gugino, Ted Danson, Jane Fonda, Billy Porter, Julianna Margulies, Jane Krakowski, et al. BeAnArtsHero.com.

About New Victory: New Victory opens new worlds to young people and families through extraordinary performances, education and engagement programs. Bringing kids to the arts and the arts to kids since 1995, this nonprofit theater has become a standard-bearer of quality performing arts for young audiences in the United States. Reflecting and serving the multicultural city it calls home, New Victory is committed to arts access for all communities of New York City to experience the exemplary international shows on its stages. A global leader in arts education, youth development and audience engagement, New Victory has been honored by the President’s Committee on the Arts and the Humanities with the National Arts and Humanities Youth Program Award, by Americans for the Arts with a national Arts Education Award, and by the Drama Desk for “providing enchanting, sophisticated children’s theater that appeals to the child in all of us, and for nurturing a love of theater in young people.” New Victory is a signature project of New 42, a cultural nonprofit whose mission is to make extraordinary performing arts a vital part of everyone’s life from the earliest years onward.