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National Endowment for the Arts Awards Cal Poly Arts \$25,000 Grant for La Guitarra California Festival

SAN LUIS OBISPO, CALIFORNIA – Rocco Landesman, Chairman of the National Endowment for the Arts, recently announced that Cal Poly Arts has been recommended for a grant of \$25,000 to support the 2011 La Guitarra California Festival, a three-day Festival that celebrates all aspects of guitar artistry: concerts at the Performing Arts Center/SLO and the Spanos Theatre, various workshops, a free lecture, luthier exhibits, and the Forderer Rare Guitar collection.

The Festival runs from September 9 through 11, 2011 and features over 20 artists in concert, such as Pepe Romero and the SF Guitar Quartet, and a special guest lecture by Central Coast maestro Dr. Craig Russell.

Tickets for the 2011 La Guitarra California Festival are on sale now at the Performing Arts Center Ticket Office. Prices vary. For all Festival details, please visit www.calpolyarts.org or www.laguitraccalifornia.com.

Cal Poly Arts is one of 1,145 not-for-profit national, regional, state, and local organizations recommended for a grant as part of the federal agency's second round of fiscal year 2011 grants. In total, the Arts Endowment will distribute more than \$88 million to support projects nationwide.

An independent agency of the federal government, the National Endowment for the Arts advances artistic excellence, creativity, and innovation for the benefit of individuals and communities. NEA Chairman Rocco Landesman said, "NEA research shows that three out of four Americans participate in the arts. The diverse, innovative, and exceptional projects funded in this round will ensure that Americans around the country continue to have the opportunity to experience and participate in the arts."

"Cal Poly Arts is honored to be selected as a grant recipient of the National Endowment for the Arts," says Cal Poly Arts Director Steve Lorian. "The high standards that the NEA applies to grant applicants validates our belief that La Guitarra California will fulfill its goal to be one of the most prestigious and successful events of its kind in the country."

Performing Arts Center Ticket Office hours: 10 a.m. to 5 p.m. weekdays and 10 a.m. to 2 p.m. Saturdays.

To order by phone, call 805/756-2787; to order by fax: 805/756-6088.

24-hour on-line ordering is available at www.pacslo.org.

The National Endowment for the Arts was established by Congress in 1965 as an independent agency of the federal government. To date, the NEA has awarded more than \$4 billion to support artistic excellence, creativity, and innovation for the benefit of individuals and communities. The NEA extends its work through partnerships with state arts agencies, local leaders, other federal agencies, and the philanthropic sector. To join the discussion on how art works, visit the NEA at arts.gov.

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