The Community Foundation
BOULDER COUNTY

Media Release

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The Community Foundation announces Arte de Corazón

Local artists' reception and fundraiser benefits Boulder County Latino communities

Boulder (February 8, 2016) – The Community Foundation Serving Boulder County today announced Arte de Corazón ("Art of the Heart"), an event supporting the BRAVO Fund focused on improving the quality of life for Latino communities throughout Boulder County. The fundraiser will be held this Friday, Feb. 12, at the Kay Carol and Pricila Working Art Studio, 364 Main St., Longmont, starting at 5 p.m. To register, visit blacktie-colorado.com/online_sales/rsvp_ticket_purchasebt.cfm?rsvpid=13553.

"Over the past year, a group of Boulder County community members developed a philanthropic fund that's focused on providing long-term support of – and advocacy for – Chicano/Hispanic/Latino-serving programs and organizations," says organizer Benita Duran, longtime donor to The Community Foundation, and past chair of its Board of Trustees. "Just in time for Valentine's Day, we're excited to hold our first arts event in Longmont to celebrate the 'heart' of the Chicano/Hispanic/Latino community here, featuring local talent."

Artists who have donated their work to the silent auction include Margaret Abeyta, Ted Chavez, Marcelo Fernández, Louie Lopez, Agatha Moya, Tomás Pérez, Jerry Shapins and Manuela Sifuentes. A photo gallery of their donated work is available on The Community Foundation's Facebook page: facebook.com/Commfound. Note: Artist Louie Lopez conceived the idea of Arte de Corazón. El corazón ("the heart") is a card in Lotería, a game of chance popular throughout Mexico, Central America and the United States.

"Arte de Corazón represents what it means to have a creative community," says Josie Heath, President, The Community Foundation. "It's a way to celebrate and invest in the many contributions of Latino communities throughout Boulder County.

"More broadly, it's a way to support inclusivity as a means to promote social justice, and strengthen opportunities for leadership and empowerment that help bridge the gap between Latino and other communities." Specifically, BRAVO is an endowed fund of The Community Foundation, which means it's a permanent resource for Latino communities in Boulder County. Donations of any amount help prioritize and address the needs of area Latino communities.

Adds Heath, "Latinos make up 13 percent of the county's residents, and are the largest and fastest growing ethnic group. More than half of Latinos in Boulder County are under the age of 25, and one in three is under the age of 15.

"But our institutions and networks aren't keeping pace with the census numbers. According to our recent TRENDS report, almost every major issue in Boulder County – from access to

education and affordable housing to well-paying jobs – has a greater impact on Latinos than non-Latinos. That's why the BRAVO Fund, and this event, matter to all of us."

The Arte de Corazón program includes a VIP reception (5-6 p.m.) and the Latino Chamber's first After Hours event of the year, including a ribbon-cutting ceremony to celebrate the gallery's second anniversary (starting at 6 p.m.). The event coincides with Art Night when all Longmont art galleries and studios, including the Kay Carol and Pricila Working Art Studio, are open to the public (6-9 p.m.). The Arte de Corazón silent auction begins at 5 p.m.; prices of the donated artworks vary.

In addition to Duran, BRAVO Fund Advisory Committee members include José Beteta, Rebecca Chávez, Richard Garcia, Phil Hernandez, Rich Lopez, Eliberto Mendoza, Carmen Ramirez and Euvaldo Valdez. Marcelo Fernández, owner of the Kay Carol and Pricila Working Art Studio, donated use of the space for Arte de Corazón.

Supporters of the BRAVO Fund may also donate online at http://bit.ly/BRAVOFund. An anonymous donor has committed a $12,500 match to help BRAVO reach $50K so the committee can begin its grantmaking. Proceeds from Arte de Corazón will help achieve this goal.

About The Community Foundation Serving Boulder County
The Community Foundation is the recognized leader in preparing Boulder County for its future challenges, expanding a culture of giving, and galvanizing diverse resources to improve the quality of life for all. The foundation has granted more than $68.9 million since its founding in 1991, while providing community leadership on several key initiatives. commfound.org/news

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