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ARTS COUNCIL SILICON VALLEY ANNOUNCES NEW ONLINE COMMUNITY, LIVESV.COM

***- LiveSV.com to Provide Dynamic New Platform for the Public to Engage In Arts,
Culture and Entertainment Throughout Silicon Valley –***

San Jose, CA, December 1, 2011 – Arts Council Silicon Valley today announced the launch of LiveSV.com, a dynamic new website platform and online community designed to help the public discover, experience and share what's new and unique in the Silicon Valley arts, culture and entertainment scene. Created to strengthen the arts and culture ecosystem in Silicon Valley, LiveSV.com also provides a robust, current and easy-to-use platform for the arts, culture and entertainment community to effectively engage, participate and communicate with their audiences. The LiveSV.com website immediately replaces the Arts Council's local Artsopolis.com website which has served as Silicon Valley's online event calendaring platform supporting local arts for the last nine years.

"The launch of LiveSV.com underscores the Arts Council's commitment to not only promote the amazing range of arts, entertainment and culture opportunities offered in this region, but to provide an innovative community framework for audiences to engage and participate," said Nancy Glaze, Executive Director, Arts Council Silicon Valley. "LiveSV.com is a perfect example of technology, creativity and community coming together to help power a vibrant arts and culture network in Silicon Valley."

LiveSV.com was created in partnership with 1stACT Silicon Valley to serve as the enabling platform/technology to more effectively connect arts, culture and entertainment organizations with new audiences. 1stACT teamed with the Arts Council to expand and improve on the Artsopolis platform as it had the basic infrastructure and visibility in Silicon Valley. LiveSV.com will also serve as the engagement platform for the marketing and media campaign, "Discover the Unexpected," created by 1stACT that expands on what makes arts and culture unique and special in Silicon Valley. As a result of the formal partnership reached with 1stACT in August 2011, the Arts Council will manage and develop this initiative long-term.

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"We want everyone to have access and engagement in Silicon Valley's unique, diverse, innovative and participatory arts and culture offerings. That is why we are so excited about the new LiveSV.com technology platform and the region's first ever visibility campaign called Discover the Unexpected," explained Connie Martinez, Managing Director and CEO of 1stACT Silicon Valley. "We are proud of the team who made it happen and delighted to be a key partner in its creation."

LiveSV.com: A Fundamental Shift

LiveSV.com represents a fundamental shift from the previous Artsopolis platform as it was developed and conceptualized with the consumer in mind and supports engagement with the consumer before, during and after events. Users can personalize content based on their interests and generate their own content including photos, videos, feedback and opinions. It also provides full-featured social media integration that wasn't previously available on the Artsopolis site. Also, there are no fees to create a profile within the system.

For arts and entertainment organizations, LiveSV.com offers a new account dashboard called "Audience Connect" that provides a new set of tools to self-manage content and better promote brand identity on the site. These tools are designed to provide arts groups with more ways to promote themselves via the platform and to collect marketing insights on how site users are interacting with their content. They include: organization profile management; event and classified listing management, social media plug-ins (i.e. Facebook and Twitter feeds); support for rich media (photos, audio, video); merchandise listing management; an activity and communications "Inbox"; and, ticketing.

LiveSV.com is a community focused platform promoting a wide array of local organizations and experiences that are relevant to both residents and visitors. Other commercial websites are generally more focused on advertising revenue and less focused on creating bridges between audiences and local cultural organizations. LiveSV.com strives to bridge that gap and also contribute to the economic health of the region by promoting ticket, merchandise and audio download sales.

Moving forward, the Arts Council hopes to provide a more robust mobile presence and reach a greater understanding of the habits and trends of the Silicon Valley community as it engages with arts and entertainment.

ABOUT ARTS COUNCIL SILICON VALLEY

Arts Council Silicon Valley is a nonprofit organization dedicated to fostering arts and culture throughout the region. We bring leadership and support to the artists and arts organizations that form the cultural framework of our community. Since 1982 we have distributed nearly \$26 million in funding to the arts. Arts Council Silicon Valley is an official partner with the California Arts Council and the County of Santa Clara. For more information on Arts Council Silicon Valley go to: artscouncil.org.