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**MEDIA CONTACT:** Anna Weldon, Director of Communications  
(408) 998-2787, ext. 217 / [aweldon@artscouncil.org](mailto:aweldon@artscouncil.org) / [www.artscouncil.org](http://www.artscouncil.org)

**ARTS COUNCIL SILICON VALLEY ANNOUNCES RECIPIENTS OF NEW  
TECH4AUDIENCE PILOT GRANTS PROGRAM**

**San Jose, CA, June 30, 2011** – Arts Council Silicon Valley today announced the recipients of Tech4Audience grants, an innovative pilot program which supports audience and marketing activities for San Jose-based arts and cultural organizations with annual budgets under \$2 million. Funded by the John S. and James L. Knight Foundation, the program is designed to provide funding to implement technology-driven audience development strategies that will maintain, sustain and enhance San Jose as the arts and cultural hub of this region.

This year's Tech4Audience grantees include: Children's Musical Theater San Jose; San Jose Institute of Contemporary Art; San Jose Jazz; San Jose Taiko; South Bay Guitar Society and Abhinaya Dance Company San Jose. Each of these organizations will receive direct financial support (\$5,000 per organization) to utilize technology in order to reach audiences and provide access to arts and cultural activities. Funded projects must utilize web-based and other technology advances, as part of audience development strategies that provide transformational tools for organizations to increase public awareness and participation. Funded projects build on or enhance the use of technology tools, resources and vehicles; including online campaigns, social media and mobile strategies.

"The use and availability of technological tools and services continues to greatly increase with the general public. Clearly, local arts organizations that are able to leverage these tools have an outstanding opportunity to better reach and cultivate target audiences," explained Nancy Glaze, Interim Executive Director, Arts Council Silicon Valley. "The Tech4Audience grants program brings critical funding to local arts organizations and will allow them to create projects that utilize new media tools and best practices that will help them sustain and attract new patrons."

**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: [www.artscouncil.org](http://www.artscouncil.org)