



For Immediate Release

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\$25,000 Workforce Investment

Flower City Arts Center receives grant from Regional Economic Development Council

(ROCHESTER, NY – December 12, 2016) The Flower City Arts Center, previously the Genesee Center for the Arts & Education, has received \$25,000 through the Regional Economic Development Council (REDC) Consolidated Funding Application (CFA) for fiscal year 2016-2017 to support a new position, Community Outreach coordinator.

“Expanding creative opportunities for people of all ages, skill levels and economic resource levels will help us make the Rochester area a more culturally rich and equitable community in which we all live.” — Janice Gouldthorpe, Executive Director

This position will allow the arts center to increase the reach of our programs and services to urban and rural audiences that are not currently being served by quality visual arts programming.

About the Flower City Arts Center

The Flower City Arts Center is a community-based not-for-profit that educates, encourages and inspires all people to create and enjoy the visual arts. As a member of the National Guild of Community Schools of the Arts, the organization is committed to making high-quality arts education available to all.

Flower City Arts Center has been operating since 1970. The Center is a darkroom and photography facility, a pottery workshop, and a printing and book arts center. Support of the Center benefits youth outreach programs and programs for the community. All of the money raised stays in Rochester and directly benefits members of the Rochester community. The Center uses its resources to provide youth programs in schools, offers over 140 classes to the

general public, and rents space to artists and others interested in the visual arts. Internships, facilities for advanced area arts students and resource facilities for anyone interested in book arts, photography and pottery are also available. Three galleries in the building serve as exhibit space for local, regional and national artists.

For more information, contact the Flower City Arts Center Administrative Office at 585-244-1730, or visit our website at www.rochesterarts.org.