



For Immediate Release

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Flower City Arts Center Adds New Role Heatwole Joins Staff Courtesy of Regional Economic Development Council Grant

(ROCHESTER, NY – January 25, 2017) The Flower City Arts Center, previously the Genesee Center for the Arts & Education, is excited to announce a staffing change effective immediately. Joanna Heatwole has accepted her new position as the Community Outreach Coordinator. This position is funded through the Regional Economic Development Council (REDC) Consolidated Funding Application (CFA) for fiscal year 2016-2017.

“As Community Outreach Coordinator, I look forward to serving the Flower City Arts Center’s talented staff in implementing their creative vision of growing community partnerships, increasing art programming access for diverse groups of students and art enthusiasts, as well as further developing the scope of opportunities for Rochester-area artist-teachers.” — Joanna Heatwole, Community Outreach Coordinator

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 Joanna Heatwole

Joanna Heatwole personally benefited from a youth arts outreach program to her low-income rural school district, and since her own college years sought to provide similar creative access for others. A permanent transplant to the Rochester area, Heatwole graduated from Visual Studies Workshop’s MFA program and worked as a managing editor of *Afterimage: The Journal of Media Arts and Cultural Criticism* while teaching in several local colleges before accepting a full-time position in the art department of Roberts Wesleyan College. She comes to us most recently from the Brockport Migrant Education

Program where she served as an outreach worker, tutor and advocate for in-school and out-of-school youth residing in the Rochester City and Brockport school districts.

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.