

FOR IMMEDIATE RELEASE
KPAS (Kerrville Performing Arts Society)
November 8, 2010

KERRVILLE PERFORMING ARTS RECEIVES MID-AMERICA ARTS ALLIANCE PERFORMING ARTS GRANT

BOERNE, TX – The Kerrville Performing Arts Society announced that it is among a select group of regional presenters chosen to receive a Mid-America Arts Alliance “Community Engagement with Touring Artists” (CETA) grant. This award will support performances of **Mariachi Los Camperos** and **101 Years of Broadway** at Boerne Champion HS Auditorium in November and February of the 2010-2011 season. The visiting artists will also be involved in student outreach activities and coaching sessions with the artists designed to introduce new audiences and deepen the impact of the touring artists’ appearance here.

Funding for KPAS’ Mid-America Arts Alliance grant is drawn from generous underwriting by the National Endowment for the Arts, Texas Commission on the Arts, and foundations, corporations, and individuals throughout Arkansas, Kansas, Missouri, Nebraska, Oklahoma, and Texas.

Mid-America Arts Alliance, the nation’s oldest regional arts organization, was founded in 1972 to foster cultural growth in heartland communities. Today, Mid-America primarily serves communities throughout Arkansas, Missouri, Kansas, Nebraska, Oklahoma, and Texas, and it develops and delivers arts and humanities programs for a national audience. Mid-America programs attract more than one million people annually in more than 300 communities.

Mary Kennedy McCabe, Mid-America’s Executive Director said, “Kerrville Performing Arts Society is to be commended for their commitment to strengthening contact between touring artists and community members. Audiences in the Texas Hill Country will have the opportunity to see the exciting work of Nati Cano’s Mariachi Los Camperos and Neil Berg’s 101 Years of Broadway, many for the first time, and Mid-America Arts Alliance is proud to help support this work and the Kerrville Performing Arts Society.”

Each of these touring artists will present a one-hour student performance during the school day providing performing arts opportunities to over 2,000 students. In November, Mariachi Los Camperos will introduce music from Mexico and the instruments used in a mariachi ensemble, in addition to a celebration of the 200th anniversary of Mexico’s Independence. February will host another student outreach program that will give a historical presentation of America’s musical genre, Broadway. In addition, students will be allowed to audition for the opportunity to work with the professional musicians and be coached on specifics related to Broadway productions.

For further event information, contact www.kpas.org (830-896-5727). Tickets are available online for Neil Berg’s 101 Years of Broadway (February 17-18, 2011) and Doc Severinsen (May 8-9, 2011).

For more information about Mid-America Arts Alliance, visit on the web at www.maaa.org.