



**HANDMADE**  
*in AMERICA*

FOR IMMEDIATE RELEASE

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## **HandMade in America Co-Sponsoring 25<sup>th</sup> Annual National Arts Action Summit in Washington D.C.**

**HandMade in America is honored to be a National Co-Sponsor of Arts Advocacy Day 2013.** HandMade will send 2 of 3 representatives from the state of North Carolina to Washington D.C. to participate in the Americans for the Arts' National Arts Advocacy Day. During this time of economic uncertainty we are representing the artists, nonprofits, private sector and government in voicing the needs of the arts community. Attendees of the summit will have the opportunity to attend the third annual White House briefing, a 90 minute discussion with officials to discuss how the arts are being incorporated into their respective agendas.

HandMade in America, a unique non-profit community and economic development corporation based out of Asheville, plays a vital role in growing a sustainable, thriving economy in Western North Carolina by combining our two passions: handmade craft and asset-based rural creative placemaking. We believe that craft inspires individuals and strengthens communities, and most importantly we *know* that craft is an economic engine that builds sustainable and vibrant places to live, work, and play.

Today, the funding of cultural agencies from the national level (such as the National Endowment of the Arts) to our local agencies (such as the North Carolina Arts Council) is more vital than ever. The organizations and artists that these agencies support have a tremendous and rippling impact; in Buncombe County alone this sector generated almost \$44 million in direct economic activity in 2012. On a national scale, the nonprofit arts and culture industry generates \$135.2 billion in economic activity!

*When craft, culture, and community development come together, the effects are powerful.* They drive tourism, stimulate economies, connect people across generations, unite communities, and create livable, healthy neighborhoods. Craft, culture, and creativity create collaborations and strategic partnerships that take limited funds and build on them to leverage united community initiatives and programs that have far greater effect/impact. Our cultural agencies are an integral part of this sustainable process, and we urge our community to support funding and policies to promote and continue their work.

North Carolina Arts Day: April 9 & 10 in Raleigh, NC - [www.artsnc.org](http://www.artsnc.org)  
National Arts Advocacy Day: April 8 & 9 in Washington D.C. - [artsusa.org](http://artsusa.org)

To learn more about HandMade in America and its programs go to [HandMadeInAmerica.org](http://HandMadeInAmerica.org).

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HandMade in America grows economies through craft, transforming both individuals and communities through education, entrepreneurship and economic development. HandMade in America has an 18-year tradition for pioneering innovative ways to empower the people and towns of Western North Carolina through programs that educate and facilitate the needs of creative entrepreneurs and communities. Additional information is available online at [handmadeinamerica.org](http://handmadeinamerica.org) or by calling 828-252-0121 x307.

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