



**MEDIA RELEASE**

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**Inland Empire Museum of Art Seeks Help to Bring Art to IE Kids – #GiveBig2Art4Kids**

*FOR IMMEDIATE RELEASE* (Upland, CA)— The Inland Empire Museum of Art (IEMA) Will be part of **Give Big San Bernardino County** this year as it seeks to connect kids with art. The existing IEMA's docent-led program Art4Kids will be expanded to include more tours and related activities' such as art making and meet-the-artist sessions.

"Funding cuts in public schools have created a void between children and self expression through art. One of our purposes for founding IEMA was to fill that void," according to Founder and Director Gene Sasse. "At IEMA we intend to expose kids to art in two ways—by seeing work done by contemporary Inland Empire artists and by conducting hands-on art workshops so they can have the experience of creative self-expression. It's a well-researched fact that art and design are powerful forces for innovation and creativity, which are linchpins of any successful economy and culture."

IEMA's participation is being called "Give Big 2 Art 4 Kids" and will be part of the Give Big San Bernardino 24-hour online fund-raiser, to be held on Tuesday, December 1, 2015. From 12:00 a.m. to 11:59 p.m., supporters of San Bernardino County nonprofits can go online, connect with causes they care about and make a donation. Every donation made has a chance of winning hourly Golden Ticket prizes and Leaderboard prizes for participating nonprofits.

For more information on IEMA, go to: <http://www.iearts.org/>. For more on Give Big San Bernardino, visit [https://givebigsbcounty.razoo.com/giving\\_events/sbc15/home](https://givebigsbcounty.razoo.com/giving_events/sbc15/home). Mark your calendar and plan to join us online on 12/1/2015.

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ABOUT IEMA

IEMA will be a key agent in meeting the artistic needs of residents throughout the Inland Empire, with strong programs and exhibits to provide an outlet for emerging and established artists. The museum will be offering a variety of art classes and workshops for everyone throughout the community.

We need the support of the community as we move forward, so tell your friends, and ask them to tell their friends. We need to grow our newsletter subscription list and our Facebook (<https://www.facebook.com/InlandEmpireMuseumOfArt>) likes list and Twitter ([https://twitter.com/iema\\_media](https://twitter.com/iema_media)) and Instagram ([https://instagram.com/iema\\_media](https://instagram.com/iema_media)) follower lists.

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