



## **PRESS RELEASE: FOR IMMEDIATE RELEASE**

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Arts on Main is a  
501(c)(3) non-profit  
organization

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**June 4, 2021**

### **ARTS ON MAIN Awarded \$100,000 Challenge Grant**

The Mary Morton Parsons Foundation, a prestigious Virginia foundation, has awarded Arts on Main a \$100,000 Challenge Grant to inspire new gifts for the organization's next phase of capital and program initiatives.

The initiatives emerged out of extensive strategic planning that identified ways Arts on Main could address key needs in the community. Initiatives developed include purchasing, renovating and equipping its home on Main Street; expanding arts programs for youth, older adults and audiences beyond the local region; and establishing a reserve fund for future sustainability.

The estimated total of these initiatives is \$1.5 million, of which \$200,000 was raised last year, thanks in large part to private donors, The Cook Foundation and to grants from the Main Street Preservation Trust. "We are deeply gratified by the community support for Arts on Main's strategic initiatives fundraising after one year, and for the significant improvements to our building", says Will Grant, Treasurer.

During COVID, Arts on Main completed construction projects which opened the gallery to Main Street, added gallery lighting, doubled our classroom space and greatly increased gallery wall space. Additionally, we added office and storage space, new front signage and upgraded computers and technology. Lynne Manning, Board Chair, says, "These improvements are just the beginning. Our next step is to add a ceramics studio, a catering kitchen and a sprinkler system. The Mary Morton Parsons Foundation Challenge will be the catalyst to inspire new donors."

Founded in 2011, the mission of Arts On Main is to enrich people's lives by providing a creative environment for the arts to flourish. Arts On Main envisions a Virginia where art is woven into the fabric of daily life and everyone's life is enriched by access to the arts and cultural experiences that bring people together.

For more information, contact Sharon Stone, Interim Executive Director, 804.824.9464; or visit our website [www.gloucesterarts.org](http://www.gloucesterarts.org). Arts on Main is a 501c3 non-profit organization.

The Arts Live Here!