

HERB ALPERT FOUNDATION OFFERS MATCHING GRANT PROGRAM TO THE HARLEM SCHOOL OF THE ARTS

For Immediate Release - (New York, NY) - May 25, 2011 - The Herb Alpert Foundation announced today that they have renewed their commitment to help the prestigious Harlem School of the Arts by offering a \$350,000 '2 to 1' matching grant program. To match this offering, HSA will be seeking \$700,000 in new funding commitments in the next four months from corporations, individuals as well as other foundations to meet the challenge.

Musician Herb Alpert, whose foundation has donated millions of dollars over the years to fund arts programs in schools all over the country previously came to the rescue of HSA last year when they were about to close their doors. The first grant of \$500,000 was also a matching gift that brought another \$500,000 from other donors. So impressed was Alpert when he visited the school to see the remarkable progress they were making toward sustaining their music, dance and arts programs for the children in the community that he made an additional commitment to the school this year.

"During my recent visit to HSA, I got to observe classes in music, arts and dance. The kids along with the teachers showed a tremendous commitment to these programs. It's imperative that their good work continues in the years ahead," commented Alpert.

Yvette Campbell, the new President & CEO of The Harlem School of the Arts and a former professional dancer concurred: "I am inspired and dedicated to see HSA on a path to become the premiere institution for arts education within NYC's cultural landscape as well as continuing to provide young people with the opportunity to take advantage of its quality arts programming with life skills that assure success: discipline, high standards, clear performance goals and high expectations."

"The Alperets strongly believe that the arts play a fundamental role in all of our lives, and one of the core areas of their philanthropy is to support arts education for our youth, and particularly for youth in underserved areas and communities. For many decades, The Harlem School of the Arts has played a significant role in providing young people with the opportunities to find their creative voice and spirit, and the Alperets are hopeful that once again, through a new matching grant challenge, others will step up to help strengthen and sustain this important resource for the Harlem community." added Rona Sebastian, President of the Herb Alpert Foundation.

About HSA:

Founded over 47 years ago, the Harlem School of the Arts (HSA) is a nationally recognized, multi-disciplinary arts training ground and cultural incubator that has transformed the lives of thousands of young people. Countless HSA alumni have gone on to become celebrated artists and establish reputable arts companies in New York and abroad. The School's reputation for artistic rigor and excellence resonates powerfully within the Harlem community, and attracts constituents from all five New York City boroughs, Westchester County and New Jersey. For tens of thousands of young people, during their critical developmental years, learning an artistic discipline, at the highest professional standards, has also given them a focus and sense of purpose that has carried them through to post-secondary success. As a result, HSA boasts an impressive alumni base of Tony-award winning actors, celebrated operatic voices and jazz musicians, visual artists and dancers, and individuals who cite their experiences at the School as the platform from which they launched careers in law, business and other professional fields. Historically, HSA has been associated with cultural icons such as Leontyne Price, Romare Bearden and Jacob Lawrence. That tradition continues to this day with vibrant contemporary artists like dancer/choreographer Bill T. Jones, mezzo-soprano Tracie Luck, eight-time Grammy award-winning pop artist Alicia Keys, legendary jazz bassist Reginald Workman and avant-garde surrealist playwright Aishah Rahman. Their involvement has included master workshops, participation in the School's live Radiothon broadcast and live-stage performances with HSA students, and is a testament to how meaningful the School is to today's world-class artists.

About The Herb Alpert Foundation:

The Herb Alpert Foundation, a non-profit, private foundation established in the 1980's, makes significant annual contributions to a range of programs in the Arts and in Compassion and Well-Being. Its funding is directed toward projects in which Herb and Lani Alpert and Foundation President Rona Sebastian play an active role. (Please note: the Foundation does not accept unsolicited proposals.)

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