

*****MEDIA ADVISORY*****

**Yo-Yo Ma to Lead Cultural Conversation Celebrating Arts
in Braddock on Friday, June 8**

WHAT: A tour of Braddock-area organizations, doing work in and through the arts, followed by a Cultural Conversation highlighting the current state and bright future of the arts within the Braddock community. Both events are led by cellist and humanitarian **Yo-Yo Ma**, along with Braddock civic leaders, local artists, and students. Events are part of *Arts Across America*, a campaign of the [John F. Kennedy Center for the Performing Arts](#) that spotlights and celebrates everyday cities and towns that are using the arts to promote connection, a strong creative economy, and cultural citizenship. *View the full press release here.*

WHO: Partner organizations include: Unsmoke Arts Space; Braddock Farms; Superior Motors; Braddock Library; Braddock Youth Project; Freestore; 4Kids; Hollanders; Greater Valley Community Services; singer-songwriter and Turnaround Arts Artist, Valerie June. Kennedy Center leadership participating in the event include Artistic Advisor Yo-Yo Ma and President Deborah F. Rutter. Braddock leadership participating in the event include Gisele Fetterman and other community representatives.

WHEN AND WHERE: Friday, June 8, 2018

Please note that the following schedule may change without notice. Media are invited to attend the event in bold via prior arrangement with Brittany Laeger, Kennedy Center Public Relations (balaeger@kennedy-center.org or C: 202-439-5199).

8:30–12:30 p.m.: Arts Walk – Tour of Braddock. Each visit will include the making of a visual arts installation to remain with the organization.

- 8:30–9:00 a.m.: Unsmoke Arts Space
 - *Unsmoke Art Space, part of the BRADDOCK REDUX project, is a gallery/event space and artistic studios, housed in a repurposed Catholic School Building. Inspired by the industrial character and the historical importance of Braddock, the project seeks to generate positive and intrepid ideas about the reuse of urban space.*
- 9:15–9:30 a.m.: Braddock Farms
 - *Braddock Farms sits in a highly visible portion of the main business corridor, and is set against the backdrop of the borough's last remaining steel mill. In addition to producing food, Braddock Farms serves as a site for demonstration and education.*
- 9:35–10:30 a.m.: Superior Motors
 - *Community-driven restaurant that thoughtfully prepares food drawing inspiration from Braddock, its people, its history, and its perseverance.*
- 10:40–11:30 a.m.: Braddock Library/Braddock Youth Project
 - *The Braddock Carnegie Library is the first Carnegie library in the United States. The Braddock Library houses the Braddock Youth Project, a youth work skills training program that seeks to foster skills that will aid youth in advancing toward positive life outcomes.*
- 11:35–11:55 a.m.: Freestore
 - *Free Store receives surplus and donated goods and redistributes them to neighborhoods in need.*

- 12:00–12:30 p.m: 4Kids
 - *4Kids has served more than 3,500 children and their families since opening in September 1998. The community-based center and school-based classrooms focus on the cognitive, emotional, physical, social, and creative needs of children.*

12:45–1:30 p.m.: Lunch at Hollanders
910 Braddock Ave, Braddock

- *The Hollander is an innovative co-working space for local, female business owners.*

1:45–4:00 p.m.: Community Installation and Cultural Conversation – FREE AND OPEN TO PUBLIC (MUST RSVP, space is limited)

Greater Valley Community Services (Rec Room), 300 Holland Ave, Braddock

- *Greater Valley Community Services is a nonprofit organization that believes all persons deserve the chance to develop in a nurturing, safe, and established environment, through Family Preservation and Family Reunification programs.*
- *Public should RSVP here: <https://www.eventbrite.com/e/arts-across-america-braddock-community-event-and-cultural-conversation-tickets-46450616043?aff=EventbriteLink>*
- Tour community art installation by Maritza Mosquera, in partnership with The Braddock Carnegie Library, with remarks by Deborah F. Rutter and Yo-Yo Ma. Commissioned for the event, the installation is dedicated to honoring the memory of the young people who have lost their lives to gun violence in the Woodland Hills District
- Community Cultural Conversation moderated by local Leonard Hammonds, with opening remarks by Deborah F. Rutter
- Featuring cellist Yo-Yo Ma and other community representatives
- Brief performances by local students and artists, including the Woodland Hills String Orchestra and local dance ensemble Royal OutlawZz

COVERAGE OPPORTUNITIES: Photo and b-roll opportunities are available; advanced arrangements are encouraged. Interview opportunities may be available upon request. To arrange coverage, please contact Brittany Laeger at balaeger@kennedy-center.org or C: 202-908-6644.

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PRESS CONTACT

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