

**FOR: IMMEDIATE RELEASE**

June 11, 2019



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**ArtsNow Partners with VSA Ohio to Offer Free Accessibility Training**

*“Make Your Marketing More Accessible” will provide organizations the tools they need to help people with disabilities access their content*

**AKRON, OH – (June 11, 2019)** VSA Ohio, the state organization on arts and disability, has partnered with ArtsNow to present “Make Your Marketing More Accessible,” a workshop designed to help cultural organizations adjust their marketing materials in a way that will make their work, facilities, and content more accessible to all. This free workshop will be held on Thursday, June 20, 2019 from 3 – 4:30 p.m. at the Cuyahoga Falls Pavilion and Amphitheatre at 2085 Front Street, Cuyahoga Falls, Ohio 44221.

This session will be led by Erin Hoppe from VSA Ohio, a non-profit dedicated to making the arts and arts education more accessible and inclusive for people with disabilities and their support network. This event is designed to be interactive, so participants are encouraged to bring their own marketing materials for discussion.

“There are over 57 million individuals with disabilities in the United States with over \$544 billion in disposable spending power. Ensuring your marketing materials and online presence are accessible and equitable goes beyond the right thing to do- it is a wise investment,” states Nicole Mullet, Executive Director of ArtsNow.

“As Summit County arts and culture organizations advance in a common goal to become more inclusive and truly welcoming to all, it is imperative that we examine every aspect of our work. Ensuring our websites and marketing materials are engaging for all members of our community is vital to the health of the community we serve.”

This event is free, but registration is required. For more information and to reserve a spot, interested participants can visit <http://bit.ly/VSAOhioMarketingEvent>. The Cuyahoga Falls Pavilion is wheelchair accessible off Front Street. Organizers request that this is a scent-free event.

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*ArtsNow works to leverage the arts and culture in Summit County to support and strengthen the region’s economic and social vibrancy. ArtsNow seeks to connect, collaborate, and support the incredible creative sector in Summit County. For more information, please visit [artsnow.org](http://artsnow.org).*

*VSA Ohio is a community that connects inspired artists with their passion, service providers with resources, and all citizens with creative opportunities. For more information, please visit [vsao.org](http://vsao.org).*