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## **ARTSNOW & GENER8TOR ANNOUNCE EMERGENCY RESPONSE PROGRAM FOR NORTHEAST OHIO CREATIVES**

**AKRON, OH (June 19, 2020)** – ArtsNow, in partnership with gener8tor, has announced the Cleveland & Northeast Ohio Creatives Emergency Response Program, a new initiative supporting Northeast Ohio artists, musicians, and creatives affected by the COVID-19 pandemic.

Beginning on Mon. June 22, 2020, artists, musicians, and creatives will have access to a free, five-day webinar series designed to identify and leverage critical resources.

*As a part of the program, participants will be provided with webinars featuring experts in the following areas:*

- Creative communications and how to build an audience for your work
- Unemployment assistance and financial relief resources for creatives
- Mental health and wellness resources for creatives
- An introduction to Backline Cleveland (*a grant-based musician accelerator program*)

In addition to webinars, free one-on-one consultations will also be available for participants to ask specific questions about various federal, state, local, and private programs, including loans, grants, deferrals, and relevant law changes. The gener8tor team will be working individually with artists, musicians, and creatives to address the various issues they are facing during the COVID-19 pandemic.

Interested creatives may visit [gener8tor.com/emergency-response-program/cleveland](https://gener8tor.com/emergency-response-program/cleveland) to register. All creatives based in the Northeast Ohio region are welcome to join—at no charge.

"ArtsNow is thrilled to welcome gener8tor to Akron and Summit County," said Nicole Mullet, Executive Director of ArtsNow. "Our creative entrepreneurs are vital to a successful economic recovery for our region and this program provides layers of support at no cost."

"Artists, musicians and creatives are a vital part of building thriving communities. We hope to call on our network of mentors, investors, and partners to support artists through this new Emergency Response Program," said Joe Kirgues, gener8tor co-founder.

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**About ArtsNow**

ArtsNow works to leverage the arts and culture in Summit County to support and strengthen the region's economic and social vibrancy. Learn more at [artsnow.org](http://artsnow.org).

**About Gener8tor**

Gener8tor's turnkey platform for the creative economy connects startup founders, musicians, artists, investors, universities and corporations. The Gener8tor platform includes pre-accelerators, accelerators, corporate programming, conferences and fellowships. Learn more at [gener8tor.com](http://gener8tor.com).