For Immediate Release
Direct Media Inquires For the Arts Council To:
Melissa Rogers/ JODesign
(817) 773-2788/ melissa@creativejo.com

Direct Media Inquires For Kids Who Care To:
Kelly Kirkendoll/ Shafer Communications
(817) 236-6075/ kelly@shafercommunications.com

Kids Who Care Wins $5,000 Prize in Arts Council Contest

Fort Worth, Texas (November 1, 2010) – After a month of online voting in a contested race, The Arts Council of Fort Worth and Tarrant County announced Kids Who Care, Inc. (KWC) as the winner of its "Art Attacks" promotional contest, identifying the KWC Art Attack video, "Kids in the District," as the popular favorite. The Arts Council will present Kids Who Care, Inc., which received nearly 42 percent of the votes for their participation in the contest, with $5,000.

"Art Attacks" was a city-wide, guerrilla marketing campaign to promote the new arts and entertainment ticketing website, WorthGoing.com, a program of the Arts Council of Fort Worth and Tarrant County that launched September 1, 2010. To celebrate the WorthGoing.com launch, the Arts Council invited creative individuals and organizations throughout the community to conceive and execute unique, Worthgoing.com-branded events in the Fort Worth area. Over the span of three months Art Attacks where held in an effort to get the community excited about art and generate buzz about the new website. Once all twelve Art Attacks were complete, the public was invited to vote for their favorite. Edging out the video for a mobile installation of mannequins made entirely from packing tape, the best Art Attack was an energetic and engaging flash mob that surprised guests at the Fort Worth Museum of Science and History. Kids Who Care carried signs and handed out cards promoting WorthGoing.com as they performed a choreographed lip sync to the song "Fame."

"We are thrilled by the enthusiastic support Kids Who Care received across Tarrant County and beyond that allowed us to win the $5,000 Art Attack grand prize," said Deborah Jung, founder and executive director of Kids Who Care Musical Theatre. "We are grateful to the Arts Council of Fort Worth and Tarrant County for their continued support of the arts community and enjoyed joining with artists across Greater Fort Worth to help get the word out about WorthGoing.com."

More than just another website, WorthGoing.com is a vibrant, interactive, online resource to connect the public to entertainment events as diverse as museum exhibits and gallery openings; comedy, dance and live music; special events at the Fort Worth Zoo, and even information on TCU athletics. Users also have the ability to purchase tickets online to these events and venues, saving consumers time and eliminating the wait of standing in long lines or making a phone call.

-more-

"As an advocate for the arts community, the Arts Council wanted to find a way to better get the word out about all the great programming available in our community. We didn't want to draw a boundary around it; we wanted to make it all more accessible," said Jack Larson, chairman of the board of directors for the Arts Council of Fort Worth. "In the end, Worthgoing.com is sort of a gift back to the community. The events are already here; we just launched a website that brings it all together, in one convenient place for locals – or tourists – to pick and choose the things they like to do."

About the Arts Council of Fort Worth and Tarrant County

The mission of the Arts Council of Fort Worth and Tarrant County is to create an environment that promotes, nurtures and supports arts in the community. Founded in 1963, the Arts Council was formed to provide funding and leadership to stimulate and assure the advancement of the arts. Today it is a dynamic, multi-faceted arts agency that serves artists, art organizations and the entire community with programs that have a significant impact on the quality of life in Fort Worth. For more information please call 817-738-1938, or visit www.artsfortworth.org. For more information and ticketing for events in the Greater Fort Worth area, please visit www.worthgoing.com.

About Kids Who Care

Founded in 1989, Kids Who Care is a non-profit international theatre company based in Fort Worth, Texas that seeks to produce confident and creative kids through leadership, musical theatre education and performance. Kids Who Care offers professional musical theatre classes, leadership training, summer musical theatre camps, international cultural exchanges, a touring Resident Company, public performances and more. The Kids Who Care Resident Company has performed Off-Broadway at the Lamb's Theatre, at both Disney's, at The Kennedy Center, at the Walter Reed Army Medical Center, at 30,000 feet aboard an airplane for the Make-A-Wish Foundation and at many other locations across the U.S. and overseas. The core values of the organization include: excellence in artistic development, artistic integrity of kids, leadership roles for kids, financial and cultural diversity and ensemble production. For more information, please visit www.kidswhocare.org or www.facebook.com/kidswhocare.

###