



*PART OF YOU, PARTE DE TI*

**FOR IMMEDIATE RELEASE**

Contact: Linsey Whitehead  
210-207-6960  
linsey.whitehead@sanantonio.gov

**OFFICE OF CULTURAL AFFAIRS LAUNCHES MARKETING CAMPAIGN**  
*San Antonio Residents have a new Web site resource  
for Arts and Cultural Activities*

**November 7, 2007**—The City of San Antonio’s Office of Cultural Affairs (OCA) announced the launch of its new integrated marketing campaign, **SA♥ARTS**. The campaign was unveiled today at a Cultural Collaborative Conference on San Antonio’s creative economy, held at the Henry B. Gonzalez Convention Center. The conference focused on celebrating the accomplishments of San Antonio’s creative environment and creating ways for the future.

As part of the conference, OCA revealed its plans for integrated marketing outreach to support our creative economy. A new *cultural Web site*: [www.SAHEARTS.com](http://www.SAHEARTS.com), which serves as a repository for local arts and cultural events was showcased, among other elements.

“Having a place where people of all ages and walks of life can find cultural activities that spark their interest has been one of our goals since we had our first conference on a creative economy in 2003,” stated Felix Padron, director of OCA. “Through this process, we have also been able to unify our local cultural arts groups to enhance our efforts and better demonstrate San Antonio as the cultural capital of Texas.”

The Cultural Collaborative is a plan for San Antonio’s creative economy and for the entire community. The new extended marketing campaign is an initiative recommended by TCC, and comes after several years of planning and research on the city’s arts and cultural life. The newly unveiled campaign concept, **SA♥ARTS**, encompasses how artistic culture is engrained in the nature of the city itself, a place where the arts flourish and the heart is touched more deeply

The arts and culture awareness campaign was designed to support access to arts and cultural events for residents, promote the economic growth of San Antonio’s creative economy, increase community awareness of the role and value of culture and arts and to strengthen San Antonio’s unique and diverse heritage. “The overarching goal is to reenergize the San Antonio community so they feel a part of the arts and culture that surrounds them,” stated Tom Cannon, from The Cultural Collaborative implementation committee.

As the first of many exciting resources, the new cultural web, [SAHEARTS.com](http://SAHEARTS.com), hosts and tells of the unique sights, sounds, flavors and traditions that are available right here in San Antonio and that fittingly make San Antonio the Texas capital for cultural arts.

**About OCA:** OCA's mission is to provide leadership and support for local arts organizations and individual artists, improving the quality of life for San Antonio citizens and visitors alike. OCA's goals include continuing the implementation of the City of San Antonio's cultural plan: The Cultural Collaborative, which supports the growth and recognition of San Antonio's creative economy.

**About TCC:** TCC is San Antonio's vision for its cultural future. It was developed through more than a year of intensive community participation and planning. It serves as a framework to strengthen the city's cultural infrastructure and pave way for the implementation of initiatives that will make a big difference to the heart and soul of the San Antonio community. Since its adoption in 2005, TCC has specifically worked to support cultural districts, arts education in schools, and the expansion of neighborhood cultural activities for San Antonio youth.

# # #