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News Release

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The Office of Cultural Affairs launches the new arts and culture website

www.sahearts.com

The new cultural resource for the City of San Antonio

The City of San Antonio's Office of Cultural Affairs (OCA) announces the launch of the **new cultural website, www.sahearts.com**. The new arts and culture resource tells of the rich, diverse arts community right here in San Antonio and further demonstrates San Antonio as the cultural capital of Texas. The site offers many, new exciting features including a cultural arts events calendar, an extensive San Antonio creative business directory, interactive cultural heritage tours, a space for job postings and other opportunities for the creative community, current arts news, an image gallery and much more! "The website is a cultural resource for all residents of San Antonio as well as visitors to the city. It is a place for all to find out how to experience the vibrant arts and culture San Antonio has to offer" stated Felix Padron, director of OCA. The new website was designed by San Antonio based, G2E Services.

The website was produced to coincide with the new integrated marketing campaign produced by Bromley Communications. **SA♥ARTS** celebrates arts and culture in San Antonio. The campaign was unveiled at the *Creating Ways* Cultural Collaborative Conference on San Antonio's creative economy, held at the Henry B. Gonzalez Convention Center in November. The conference focused on celebrating the accomplishments of San Antonio's creative environment and creating ways for the future. The Cultural Collaborative is a plan for San Antonio's creative economy and for the entire community. The new website and extended marketing campaign are part of an initiative recommended by TCC, and comes after several years of planning and research on the city's arts and cultural life.

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