



- Website
- The Commission
- Grant Opportunities
- Historical Organizations
- Museums & Libraries
- Cultural / Ethnic Orgs
- Calendar of Events
- Artists Directory
- Agenda / Minutes
- Contact Information

## Acknowledgments

Funding for this newsletter has been made possible in part by the New Jersey State Council on the Arts / Department of State, a Partner Agency of the National Endowment for the Arts, and the Cumberland County Board of Chosen Freeholders.



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**February 2015**

February brings a new grant opportunity for in-county cultural and history programs, a great upcoming event for artists everywhere and some exciting arts to experience right here in Cumberland County.

## Social Media Marketing Grant Program Launches

In September 2014 the Cultural & Heritage Commission held a Social Media Marketing workshop for cultural and history non-profits throughout Cumberland County. This workshop was sorely needed as more and more people of all ages turn to sites like Facebook, Twitter and Instagram to get their news. For cultural and history programs, social media is arguably more important today for promotions than any other news source. Social media promotions also require some tech savviness and constant updating in order to stay fresh and interesting. The participants in the workshop in September learned a huge amount of information, but asked the Commission for something more in-depth and personalized.



In response, the Commission talked with SNJToday, who facilitated the workshop, to see if something more could be provided. This month the Commission is happy to release the results of those discussions - a new grant program which will grant awardees personalized, one-on-one consulting services with the expert staff at SNJToday.

"With the Commission entering the social media realm in a big way over the last few months, I can see the huge impact it has given us in audience reach," said Matt Pisarski, Director of the Commission. "We wanted to provide this same benefit to our cultural and history partners in Cumberland County."

The program provides mini-grants of \$500 in value to non-profits conducting culturally-based public programming in

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Cumberland County. Awardees receive four hours of consulting time with experts in the social media and videography fields employed by SNJToday. Interested organizations may competitively apply for consulting services by completing a simple one-page application. The due date for applications is Friday, March 20, 2015. For more information, or to receive an application, please contact Matt Pisarski at [mattpi@co.cumberland.nj.us](mailto:mattpi@co.cumberland.nj.us) or (856) 453-2175.

## Saturday Artists Talk Coming in April

The Cultural & Heritage Commission is very pleased to announce its partnership with the New Jersey State Council on the Arts in co-sponsoring a special artists event for South Jersey on Saturday, April 25th, 2015. To be held on the campus of Cumberland County College in Vineland, the afternoon event will be facilitated by Sharon Loudon, an artist and writer, whose latest book, *Living and Sustaining a Creative Life*, is the theme of the event.

"We are thrilled that the State Council on the Arts has the confidence in our work to ask us to partner on this important event for all southern New Jersey artists," said Penny Watson, Chair of the Commission. "All of us are working to make this a premiere event for artists in South Jersey."

Sharon Loudon's efforts both in writing about the creative life and in facilitating this special event are based in a core principle, namely "to dispel the belief that there is only one way to chart a path into a creative and sustainable life as an artist." Nearly all artists know the challenges of juggling their artistic pursuits with everyday responsibilities, like making a living, but oftentimes they may feel alone in their struggles.

"The purpose of this event is to bring artists together, to laugh and learn about what we all go through on a daily basis throughout our lives, and to hear from artists who have reached a happy medium," said Matt Pisarski.

The event starts at 1 PM on April 25th in the Luciano Conference Center of Cumberland County College. Tickets are \$10/person, which includes a copy of Ms. Loudon's book (a \$35.50 value). The event includes a panel discussion between Ms. Loudon and several area artists and a reception and book signing. More details of the event will be in next month's newsletter, but if interested in attending, please email your contact information to [mattpi@co.cumberland.nj.us](mailto:mattpi@co.cumberland.nj.us) and mail your check made out to "County of Cumberland" to Matt Pisarski, 790 E. Commerce Street, Bridgeton, NJ 08302. All are welcome.

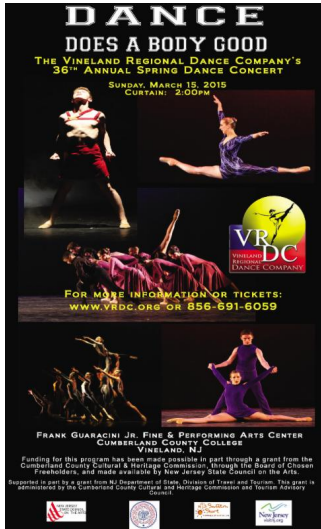


*Sharon Loudon*

## Not To Miss Events in Cumberland County

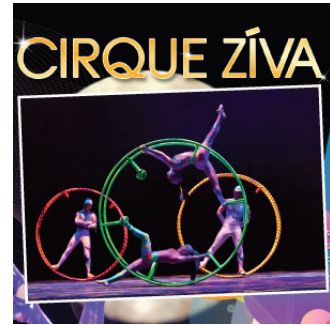
Cumberland Players presents *A Streetcar Named Desire* this month at their theater in Vineland. Shows are March 6-7 and 13-14, at 8 p.m. and Sunday the 8th at 2 p.m. The play, written by Tennessee Williams, reveals to the very depths the character of Blanche du Bois, a woman whose life has been undermined by her romantic illusions, which lead her to reject-so far as possible-the realities of life with which she is faced and which she consistently ignores. The pressure brought to bear upon her by her sister, with whom she goes to live in New Orleans, intensified by the earthy and extremely "normal" young husband of the latter, leads to a revelation of her tragic self-delusion and, in the end, to madness. Visit [www.cumberlandplayers.com](http://www.cumberlandplayers.com) to order tickets and to watch a short video introducing the cast and crew, simply click on the image above.





On Sunday, March 15th, the Vineland Regional Dance Company presents its spring dance concert entitled, "Dance Does a Body Good." To be held at the Frank Guaracini Jr. Fine & Performing Arts Center of Cumberland County College, the performance begins at 2 PM with a cocktail reception to follow. Ticket prices vary depending on seating location. To order tickets and to learn more, simply click on the poster image to the left.

Visit the arts district of Millville on Thursday, March 19th, for the performance of Cirque Ziva at the Levoy Theatre. Danny Chang and his Golden Dragon Acrobats continue their 30+ year US touring schedule of this centuries-old Chinese art form. The performance was hailed in *Broadway World*, "This unique cirque spectacular showcases traditional



Chinese acrobats who dazzle with amazing feats of athleticism, daring heart-stopping stunts and the grace of their centuries-old art form." Tickets start at \$24/person and can be purchased through Levoy's website, accessible by clicking the Cirque Ziva image.

Join your neighbors, friends and family in supporting the Barn Studio of Art during its annual fundraising event scheduled for Saturday, March 21st at the Greenview Inn (Eastlyn Golf Course). Celebrating 53 years as one of South Jersey's premiere arts academies, tickets are \$85/person (\$45 for children under 12). To learn more visit the Barn Studio's website by clicking the image below.



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