



**FOR IMMEDIATE RELEASE**

Media Contact: Tracy Hutchins

[tracy@uppervalleybusinessalliance.com](mailto:tracy@uppervalleybusinessalliance.com)

**ARTS INSTITUTIONS ANNOUNCE REIMAGINED UPPER VALLEY ARTS ALLIANCE**

***FALL INTO THE ARTS INITIATIVE FEATURES FREE AND LOW-COST PROGRAMMING***

(August 28, 2024) Today arts institutions around the Upper Valley are proud to announce the relaunch of the Upper Valley Arts Alliance ([uvararts.org](http://uvararts.org)), which unites arts organizations around a shared mission to increase access to the arts for all. By pooling resources and expertise, these organizations aim to create a vibrant cultural community where creativity and connection can thrive. Through collaborative programs, educational initiatives, community events, and more, the UVAA strives to make arts more accessible, foster artistic growth, and inspire a deeper appreciation for the arts in the Upper Valley. In celebration of this reimagined venture, the constituent organizations are collaborating on their inaugural festival, *Fall Into the Arts*.

*Fall Into the Arts 2024*, which will run through September and October, features free or reduced-price arts events across the Upper Valley, including a rich tapestry of cultural experiences in dance, theater, music, media arts, and more. Events will be held in accessible venues to ensure barrier-free participation for all and will lift up the region's vibrant cultural scene. A full listing of events, as well as discount offers, can be found at the newly-launched webpage [uvararts.org](http://uvararts.org).

The Upper Valley Arts Alliance is a collaboration of more than 20 organizations, including: Anonymous Coffee House, Artistree Community Arts Center, AVA Gallery & Art Center, Chandler Center for the Arts, Hanover Parks and Rec, the Hood Museum of Art, the Hopkins Center for the Arts at Dartmouth, Junction Arts and Media, Lebanon Recreation Arts and Parks, Lebanon Opera House, Main Street Museum, New England School of the Arts, North Country Community Theatre, Northern Stage, Revels North, Sawtooth Kitchen, Shaker Bridge Theatre, Roots & Wings, Upper Valley Business Alliance, the Upper Valley Music Center, and more.

The Upper Valley Arts Alliance (UVAA) was formed in 2004 to serve as an umbrella organization for arts and arts education organizations throughout the Upper Valley to network and form collaborations. In 2021, UVAA became a program of the Upper Valley Business Alliance to promote and support the contribution of the arts on the economy of the Upper Valley. An economic impact study through the Americans for the Arts in 2023 found that the arts contribute over \$18 million annually to the economy of the Upper Valley region of New Hampshire and Vermont.

"Since 2004, UVAA has been the driving force behind fostering a creative economy in the Upper Valley," says Tracy Hutchins, president of the Upper Valley Business Alliance. "We have numerous art, theater and music organizations that provide jobs, attract tourists and create strong cultural enrichment for our residents. UVBA is thrilled to partner and support the UVAA's continuing efforts by giving them operational support."

For more information on the UVAA's efforts, or to find out how to become a member, reach out to Tracy Hutchins ([tracy@uppervalleybusinessalliance.com](mailto:tracy@uppervalleybusinessalliance.com)).

###