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FOR IMMEDIATE RELEASE

**Spaulding Communications Teams With Art Partners to Promote
Catwalk Meets Canvas**

Agency's Media Relations Campaign Helps Exceed Media and Attendance Goals

DECATUR, Ga. (March 30, 2009) – [Spaulding Communications](#) and [Art Partners](#), the social and volunteer organization that supports Atlanta's [High Museum of Art](#) through fundraising and events, worked together to promote the organization's first benefit of 2009, Catwalk Meets Canvas.

Held at Regent's Park at Peachtree Battle in the Buckhead area of Atlanta on January 31, the one-of-a-kind event brought together local art, beauty and fashion talent to raise funds for the Museum. Two luxury townhomes and two impressive flats created a unique setting where attendees could meet local artists and designers and purchase their creations, all while enjoying soulful grooves and delighting on the culinary creations of one of Atlanta's top chefs from the renowned U Restaurant Group.

Charged with driving exposure and attendance to the event and with limited time to publicize it, the agency created a strategic communications plan based on an aggressive [media relations](#) outreach program with key local print, radio, TV and online media.

Within three weeks of initial planning, Catwalk Meets Canvas was featured in more than 35 media and online outlets in the Atlanta metro area, including such high profile places as the *Atlanta Journal-Constitution*, "Good Day Atlanta", WXIA 11Alive and Q100's "The Bert Show."

One of the strategies [Spaulding Communications](#) initiated was to leverage the personal stories of the exhibiting artists and designers in order to generate greater coverage and increase interest from the media. Some of the results of this targeted media outreach were coverage in three of Atlanta's top TV Stations, a feature in *Mundo Hispanico* and coverage in several Art-related web sites.

Ticket sales for the event exceeded expectations, with more than 500 people attending the fundraiser. In addition, more than 100 people also joined [Art Partners](#) during the month of January.

"Spaulding Communications' contribution to Art Partners was invaluable to the success of Catwalk Meets Canvas. They did an outstanding job of promoting our organization and increasing the community's awareness of us. This was a first-ever event for Art Partners and after exceeding our attendance goals and increasing our membership, we plan to host this event annually," said Claudia McDavid, Art Partners program officer.

"Part of our mission at Spaulding Communications is to give back to the local communities where we live and work. The High Museum and Art Partners are a critical part of Atlanta, so donating our time and services was something we were proud to do," added [Matt Spaulding](#), president of Spaulding Communications.

-MORE-

2 –Spaulding Communications Teams Up with Art Partners

Spaulding Communications and Art Partners will be working together again to promote several of the organizations' upcoming events.

About Art Partners

Art Partners is a dynamic social and volunteer organization that supports the Museum through fundraisers and events. Participants enjoy exclusive programs planned around a variety of interests and schedules, and educational opportunities that include visits to local artists' studios, intimate gatherings in the homes of private collectors, and private tours of both local galleries and Museum exhibitions. For more information about Art Partners, visit <http://www.High.org/artpartners>.

About Spaulding Communications

Spaulding Communications is a strategic, full-service communications firm that combines brand knowledge and business insight with communications expertise to drive business growth opportunities for its clients. The agency meets the needs of its clients through a number of proprietary services and products, as well as a broad range of capabilities and practices, including consumer/lifestyle marketing, business-to-business communications, multilingual translation, online and social media networking, and corporate sustainability positioning. Based in metro Atlanta, the award-winning firm has worked with startups to *Fortune* 500 companies. For more information, please visit www.spauldingcommunications.com.

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