



News Release

**FOR IMMEDIATE RELEASE**

**Contact: Deborah Birnbaum,  
(202) 638-2406, ext. 16**

**Press Launch of CultureCapital.com,  
the Direct Connect to Arts and Culture,  
Presented by Cultural Alliance of Greater Washington**

- WHO:** Cultural Alliance of Greater Washington, producer of CultureCapital.com.
- WHAT:** Press launch and presentation of CultureCapital.com, the new online guide to arts and cultural events in Washington, DC, Maryland and Virginia.
- WHEN:** Wednesday, September 24, 2008, 10:00-11:30 am
- WHERE:** Theater J  
Washington DC Jewish Community Center  
1529 16 St. NW  
Washington, DC
- Nearest Metro stop: Dupont Circle
- COST:** The event is free and open to the press, partners, sponsors and the public. A continental breakfast will be served. For more information, call (202) 638-2406, ext. 16 or visit [www.cultural-alliance.org](http://www.cultural-alliance.org).
- RSVP:** Please RSVP to 202-638-2406, ext. 16 or e-mail [dbirnbaum@cultural-alliance.org](mailto:dbirnbaum@cultural-alliance.org).

**WASHINGTON, DC, SEPTEMBER 3, 2008** – The press launch for CultureCapital.com, the arts and culture website for the Greater Washington, DC region, will be held on Wednesday, September 24 from 10-11:30 am at Theater J, 1529 16<sup>th</sup> St. NW, Washington, DC. Produced by the Cultural Alliance of Greater Washington, a nonprofit arts organization serving the Greater Washington, DC region, CultureCapital.com catalogs shows, performances, tours, classes and exhibitions presented by more than 300 arts organizations and cultural institutions in DC, Maryland and Virginia.

-- more --

*Cultural Alliance – Press Launch of CultureCapital.com – Page 2*

The easy-to-navigate website allows visitors to browse and select ticketed or free events by arts discipline, including music, theater and dance; museums; classes and lectures; family and kids; by date or range of date; and by region. “Cataloging 10,000 events on one website makes it extremely easy for people to experience the abundance of arts and culture offered in the Greater Washington, DC region,” says Jennifer Cover Payne, President of the Cultural Alliance.

“CultureCapital.com is powered by the arts through the Cultural Alliance,” continues Payne, “as each participating organization has contributed toward promoting usage and recognition of the website.” To participate, an organization needs to be a member of the Cultural Alliance and contribute to a marketing fund. Arts councils and commissions have formed umbrella organizations to ensure that emerging and small organizations are also represented on the site.

CultureCapital.com is the culmination of a nearly three-year process that included strategic planning sessions with funders and arts leaders and analysis of arts calendars produced nationwide. Launched in April 2008, CultureCapital.com continues to see growth in the number of visitors and page views and time spent on the site. Further information about the website will be available at the press launch on September 24, 2008.

The Cultural Alliance of Greater Washington, a nonprofit organization, serves and provides programs to more than 300 arts groups in the Greater Washington, DC region, including TICKETPLACE, the half-price ticket booth; the Arts Show & Tell television show, which appears on community TV stations throughout the region; and CultureCapital.com. It also furthers the development of arts professionals through Arts Management Workshops and the National Arts Marketing Project, assists emerging and small arts organizations through Business Volunteers for the Arts and serves as a clearinghouse for employment opportunities through the online Job Bank.

# # #