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FOR IMMEDIATE RELEASE

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**DURHAM ELEMENTARY SCHOOLS TO BENEFIT FROM ARTS PROGRAM
WITH GLAXOSMITHKLINE RIBBON OF HOPE FUNDING**

Chapel Hill, NC – North Carolina Arts in Action (NC-AIA) will use a \$25,000 grant from the North Carolina GlaxoSmithKline Foundation’s Ribbon of Hope program to provide in-school and after-school residencies to 5th grade students at Durham’s designated “at-risk” schools.

NC-AIA, a community-based nonprofit founded in 2005, aims to transform children’s lives through rigorous participation in the arts. NC-AIA is based in Chapel Hill and is one of 50 nonprofit organizations awarded grants since March 2008 from the North Carolina GlaxoSmithKline Foundation’s Ribbon of Hope program.

The NC-AIA program is designed to teach children self-confidence, self-control, collaboration and even social tolerance. By providing an outlet to move and become active, NC-AIA is helping teachers and students build a bond that fosters commitment to the highest standards of excellence, a nurturing learning environment and increased student attendance as well as providing a great physical fitness workout. NC-AIA is one of 11 independent affiliates of the National Dance Institute (NDI) based in New York City. NDI is a nonprofit organization founded by former principal dancer of the New York City Ballet and Kennedy Center Honoree, Jacques d’Amboise.

NC-AIA Executive Director Lisa Van Deman said the program provides an environment that nurtures self-image, pride of achievement and the ability to better manage difficult challenges. “Developmentally, 9- to 11-year-olds who feel good about themselves are more able to resist negative peer pressure and make better choices,” she said. “This is an important time for children to gain a sense of responsibility along with their growing independence, and NC-AIA helps them do that.”

The GlaxoSmithKline Foundation’s Ribbon of Hope program provides one-time grants of \$25,000 to nonprofits for projects furthering science, health and education in their communities. The North Carolina Center for Nonprofits provides customized consulting services to grant recipients. For more information about the North Carolina Arts in Action’s programs contact executive director, Lisa Van Deman, 919-619-0483 or info@ncartsinaction.org

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Ribbon of Hope contact information:

For complete guidelines and related materials, visit www.mcrel.org/GSKribbonofhope/. For information, call 303-632-5578 or email RibbonOfHope@mcrel.org.