

HERB ALPERT & LANI HALL

A BENEFIT CONCERT FOR P.S. ARTS
IMPROVING CHILDREN'S LIVES THROUGH ARTS EDUCATION

P.S. ARTS
CELEBRATING 25 YEARS!

Presented at The Herb Alpert Educational Village

September 10th, 2016 | 4pm to 6:30pm
The Ann and Jerry Moss Theater at New Roads School
3131 Olympic Blvd. | Santa Monica, CA 90404

PSARTS.ORG/BENEFITCONCERT

THE EVENT

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In 1991, visionary educator Dr. Paul Cummins teamed up with famed musician and philanthropist Herb Alpert to launch a pilot art program at Broadway Elementary. Now, 25 years later, P.S. ARTS has grown from serving 250 students at one school to 25,000 students at 50 schools throughout Los Angeles County and California's Central Valley.

In celebration of the organization's 25th anniversary, Herb Alpert and Lani Hall will perform their eclectic blend of jazz, world, and American pop standards during an hour-long benefit concert. Courtyard reception and light refreshments to follow.

The Ann and Jerry Moss Theater at New Roads School

Completed in February 2013, the Ann and Jerry Moss Theater is a state-of-the-art, 341 seat professional performance space with acoustics designed by Yasuhisa Toyota, acoustician for The Music Center's Disney Hall. The Moss serves as the home for New Roads School's vibrant performing arts programs and as a resource to the entire community. Learn more at mosstheater.com and newroads.org



A photograph of Herb Alpert and Lani Hall. Herb Alpert, on the left, is an older man with grey hair, wearing sunglasses and a dark jacket with a colorful patterned scarf. He is holding a golden trumpet. Lani Hall, on the right, has curly blonde hair and is wearing a dark jacket. She is smiling and looking at Herb. The background is a blurred outdoor setting.

ABOUT THE ARTISTS

HERB ALPERT

Creator and innovator, musician and producer, artist, and philanthropist, Herb Alpert is a man with a profound passion. A legendary trumpet player, Alpert's extraordinary musicianship has earned him five #1 hits, nine GRAMMY® Awards, fifteen Gold albums, and fourteen Platinum albums; he has sold over 72 million records. Born in Los Angeles, the future trumpeter came of age in a house filled with music. At the age of eight, he was drawn to the trumpet in a music appreciation class in his elementary school.

"I was very fortunate that I had that exposure to music and was encouraged to stick with it. Years ago, when the arts programs were cut out of our public schools, so many kids stopped having that kind of opportunity."

With his desire to bring the arts back to young people, the Herb Alpert Foundation is helping to change the educational environment. The Herb Alpert Foundation supports a number of educational, arts, and compassion-oriented programs dedicated to serving young people by helping them reach their potential and lead productive, fulfilling lives and supporting their unique creative energies and special talents.

LANI HALL

Grammy Award-winning vocalist and producer, Lani Hall started her singing career in 1966 as the lead singer of Sergio Mendes's break through group, Brasil '66.

She left behind her city roots in Chicago and, for 5 years, performed throughout the world. While Lani's singing career took her on the road, she also focused on her writing -- committing to the page her personal impressions of the world around her. Sergio Mendes further expanded her writing career by asking Lani to write the English lyrics for many of the band's Brazilian songs.

In 1966, A&M Records signed Brasil '66 and Lani met her future husband, music legend Herb Alpert, who is also the co-founder of A&M Records. Herb and Lani married in 1973.



ABOUT P.S. ARTS

BY THE NUMBERS

- 25,000 students served each week
- 13 partner school districts
- 57 partner public schools
- 80+ professional Teaching Artists
- 75% of our students live below the Federal Poverty Line
- 50% of our students are English learners
- 10% of our students have moderate to severe special needs

P.S. ARTS is a nonprofit organization dedicated to improving children's lives by providing arts education to underserved public schools and communities.

P.S. ARTS is the only organization in Southern and Central California that provides yearlong, high-quality arts education in dance, music, theater, and/or visual arts to every child in a partner public school during the regular school day.

Without our programs, many children in these underfunded school districts would not have sustained, substantive access to the arts.




OUR STORY

In 1991, Dr. Paul Cummins, visionary educator, author, and founder of Crossroads School for the Arts & Sciences in Santa Monica, was on his way to the kitchen during a potluck dinner and literally bumped into a man that he had never met but looked quite familiar -- famed musician Herb Alpert. They began a conversation, which has become P.S. ARTS folklore: Paul decried the lack of arts education at local schools he had recently visited. Herb's response was, "You mean the arts are just gone from these public schools? What if I gave you a grant?" And thus, the program that would eventually be known as P.S. ARTS was piloted at Broadway Elementary School.

Over the last two and a half decades, P.S. ARTS has grown from a grassroots organization serving 250 students to a nationally recognized and award-winning nonprofit serving 25,000 students every week in Los Angeles County and California's Central Valley.

The Herb Alpert Foundation continues to be a sustaining partner of P.S. ARTS' programs.

Learn more at psarts.org and herbalpertfoundation.org

A young boy with glasses and a grey polo shirt is smiling and painting a colorful mural on a wall. He is holding a red paintbrush in his right hand and a blue paint cup in his left hand. The mural features abstract shapes in blue, red, and yellow. The background shows a large, open space with a white metal structure, possibly a stadium or arena.

SPONSORSHIP OPPORTUNITIES

PLATINUM | \$25,000

- 12 VIP tickets*
- Reserved parking for 6 cars
- Recognition in pre-event slideshow
- Reserved cocktail table at reception
- Dedicated slide in pre-event slideshow
- Inclusion in pre-event press release
- Recognition in show program, on event landing page, and in post-event thank you email to attendees.

GOLD | \$15,000

- 8 VIP tickets*
- Reserved parking for 4 cars
- Recognition in pre-event slideshow
- Reserved cocktail table at reception
- Dedicated slide in pre-event slideshow
- Inclusion in pre-event press release

SILVER | \$10,000

- 6 VIP tickets*
- Reserved parking for 3 cars
- Recognition in pre-event slideshow
- Reserved cocktail table at reception

BRONZE | \$5,000

- 4 VIP tickets*
- Reserved parking for 2 cars
- Recognition in pre-event slideshow

**Event sponsors are guaranteed seats in the center section*

JOIN US!

- PLATINUM \$25,000
- GOLD \$15,000
- SILVER \$10,000
- BRONZE \$5,000

To purchase tickets, please visit psarts.org/benefitconcert

YOUR INFORMATION

Publication Name: _____
(as you wish to be listed on event materials)

Contact Name: _____

Contact Email: _____

Contact Phone: _____

Address: _____

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PAYMENT INFORMATION

Amount* \$ _____

PAY ONLINE AT PSARTS.ORG/BENEFITCONCERT

American Express

CHECK (PAYABLE TO P.S. ARTS)

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CC#: _____

Expiration Date: _____ Security Code: _____

Name on Card: _____

*All except \$50 per ticket of your contribution is tax deductible to the allowable extent of the law.

PLEASE PAY ONLINE & E-MAIL
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chelsea.martell@psarts.org
310-586-1017

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6701 Center Dr. W., Suite 550
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