

KRIS Wine and Americans for the Arts Celebrate the Fifth Anniversary of the “Art of Education” Campaign

Annual Program Continues to Support Art Education with \$25,000 in Grants to Public Schools

NEW YORK—September 17, 2014—This fall, consumers can support arts education programs nationwide in K-12 public schools as they enjoy KRIS, one of America's fastest growing Italian wines. KRIS and Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education, are partnering again for the fifth annual “Art of Education” program. KRIS will award 16 schools in the United States a total of \$25,000 in grants to improve academic achievement through quality arts education. This year’s campaign runs from now to October 31, 2014.

Consumers, parents and educators determine grant winners by voting for their favorite K-12 public school through the [KRIS Facebook](#) page. When the program concludes on October 31, the school with the largest number of votes will be awarded \$5,000. The next five schools with the top number of votes will receive \$2,000. Schools that rank seventh through 16th in total number of votes will receive \$1,000.

“We’re thrilled to be partnering with Americans for the Arts for the fifth consecutive year on the ‘Art of Education’ campaign,” said David Townsend, president and CEO of The Winebow Group, whose Winebow Imports division represents KRIS Wine in the U.S. “This anniversary is an important milestone and is one to celebrate as we look back at the positive impact this campaign has had on arts education in schools all over the country.”

Sixteen schools from across the U.S. were awarded grants in 2013, with top winners in Shoreline, Washington; Allen, Texas; Yonkers, New York; Glens Falls, New York; Manchester, New Hampshire; and Beloit, Wisconsin.

Cascade K-8 Community School in Shoreline, Washington won the top grant of \$5,000 last year and used it to introduce its students to the local art scene in Seattle.

“The KRIS Art of Education grant provided professional art instruction for Cascade K-8 students, staff, and community from well-known Seattle artist Jonathan Wakuda Fischer,” said Trinh Pham, principal at Cascade. “The culminating project was the creation of the school’s striking new mural featuring elements of street art, Eastern culture, and digital surface textures.”

“School leaders and business leaders agree that arts education leads to creativity—a trait that is essential for America’s workforce to thrive,” said Robert L. Lynch, president and CEO of Americans for the Arts. “Americans for the Arts is grateful to have a partner such as KRIS Wine that understands the important role art plays in our lives and the welfare of our communities. We are proud that this program provides crucial resources for the education of our children, especially as budget cuts continue to threaten arts education in schools across the country.”

Supporting arts education programs is extremely important to KRIS. Art is a guiding principle behind KRIS Wine as articulated in the brand's slogan, "Discover the Art of Wine." The timeless and inspiring KRIS labels emphasize the role of the sun in ripening the grapes to perfection and the human hand in crafting the wine. Artist Riccardo Schweizer, a native of Alto Adige, studied cubism in Paris under Pablo Picasso and Joan Miró, and gave his original paintings to the winery.

For more information about KRIS Wine's "Art of Education" campaign, please watch this [video](#) announcing the 5th anniversary launch.

About KRIS Wine:

KRIS wine is handcrafted in Alto Adige using grapes sourced from Italy's most esteemed growing regions. The winery is located in the hillside town of Montagna, where culture is a unique reflection of Germanic heritage and Italian nationality. An ideal combination of traditional winemaking artistry and modern technology is used to blend each of the KRIS wines, which include Pinot Grigio, Pinot Noir, and Heart Rosso, a blend of Merlot, Cabernet Sauvignon and Montepulciano. The KRIS Pinot Grigio is the #3 best-selling Pinot Grigio in the U.S. Each KRIS wine label is designed by contemporary Italian artist Riccardo Schweizer (1925-2004) and conveys the same expressive style and balance of art and science found in the KRIS winemaking process. For more information, please visit www.kriswine.com.

About Americans for the Arts:

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.americansforthearts.org.

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