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**American Alliance of Artists and Audiences (4A Arts)  
relaunches website and mission; seeks to elevate the  
social, economic and political perception of American arts and culture**

**New York, N.Y., August 29, 2022** — After the transition of its founder and first Executive Director, Charles L. Reinhart, to Board Chair, and the recruitment of new Executive Director, Gavin Lodge, arts nonprofit 4A Arts (The American Alliance of Artists and Audiences) is pleased to announce an updated mission and expanded vision to elevate the social, economic, and political perception of arts and culture across the United States.

While its previous incarnation sought to support artists and arts organizations in a national web platform to increase participation in the arts, humanities, sciences, arts education, and cultural advocacy across America, under new leadership, 4A Arts has broadened its scope with an **updated mission to democratize, catalyze and prioritize arts and culture in the United States.**

- **Democratize** with a robust website connecting artists and audiences and creating ground-breaking research, entertaining content, and thought leadership
- **Catalyze** through a tenacious movement to create a U.S. Department of Arts & Culture, with a corresponding Secretary
- **Prioritize** by serving as a champion of educating and informing the American public and elected leaders about the importance of the creative economy

4A Arts seeks to build a membership of millions of Americans who connect with artists and institutions on a web platform and work supportively alongside existing advocacy

organizations. This commonwealth will educate, inform and re-prioritize arts and culture on the societal, economic and governmental level.

## Why 4A Arts?

128 million Americans - 40% of the country's population - reported creating art in 2018, according to the NEA, including singing, photography, printmaking, creative writing, dancing, playing a musical instrument and more. But when a 2019 survey by Ipsos expanded the definition to include **"creative hobbies," that number skyrocketed from nearly 40% to 75%**. 4A Arts seeks to tap into this enthusiasm for creative expression and make arts and culture inviting and accessible to all Americans.

4A Arts also aspires to raise the profile of arts and culture at the federal level. The creative economy encompasses **4.6 million workers, 1.65 million small businesses, \$877 billion in value added to the American economy, 4.2% of the entire American GDP**, the third largest industry in the U.S., larger than transportation and agriculture combined (\$747 billion), and nearly as large as construction (\$893 billion), and yet it **has no place in the Presidential Cabinet** with other industries that contribute far less to the American economy.

France's arts and culture budget for 2022 is \$4 billion (22x American spending despite its population being only 1/5 the size); Germany spends \$11.4 billion; Iceland spends a whopping 3.5% of its annual GDP on arts and culture; the **U.S. contributes only 0.000007% of its own GDP**, approximately \$0.55 per person per year. This is despite the arts' immense potential for return on investment: for every £1 of taxes that go into the United Kingdom's national Arts Council, the Council pays the public back £5.

4A Arts seeks to connect the immense love the American people have for creative arts and cultural experiences to **the enormous return on investment** that is possible with a thriving creative economy.

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