

## **MEDIA ALERT TPA SOARS TO NEW HEIGHTS**

**Tampa, Fla. (January 16, 2001)** - - The Hillsborough County Aviation Authority's Public Art Committee is pleased to present a new art exhibition at Tampa International Airport which is part of its on-going Rotating Arts Program.

**Who:** The Hillsborough County School District presents "Soaring to New Heights", curated by Greg Manley, Karen Marcos, Beverly Owen, Dianne and Lisa Zink, Terry and Bob Normand and Phyllis Duggar-Alexandroff.

**What:** The exhibition showcases a distinctive collection of 59 mixed-media paintings and sculptures by middle and high school students. The exhibition will be displayed until March 30, 2001.

**When:** An art reception and dedication of the new exhibition is today, Tuesday, January 16, 2001, at 4:30 p.m.

**Where:** Third Floor, Transfer Level, in the Arcade (the walkway between the Airport Marriott Hotel and the Landside Terminal Building).

**Why:** In Hillsborough County Schools, the Visual Arts program is an integral part of the curriculum where by the art instructor routinely includes math skills, reading, science, writing and other areas of academic study. These student artists are challenged intellectually through the study of Art History, Criticism, Production and Aesthetics.

Also, adding cultural activities for Airport Travelers adds to an enriched travel experience. The Economic Impact of the Florida Arts and Cultural Industry reported released in 1997, indicated that in terms of individual economic impact, tourist who enjoy Florida's arts and cultural programming (cultural tourists) have a larger economic impact than do tourist in general. Cultural tourists stay for longer periods of time.

The spending of cultural tourists amounted to \$2.9 billion in 1997. This spending created \$5.6 billion in gross state product, as well as more than 64,000 jobs, and \$1.7 billion in wages. This report has been updated and will be released later this month by the Tampa Bay Business Committee for the Arts. **Photo Opportunities of artists will be available.**

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