



For Immediate Release

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Media Contact: Byron Swart

Tel: 954-3462-8190; Email: [ByronS@Artserve.org](mailto:ByronS@Artserve.org)

## **(InSIDE)/OUT!, Art as Healing Therapy!** *Viewing The Creative Process Through a Whole New Lens*

**Fort Lauderdale, Fla.** – June, 2010. For trauma for which there are no words, there is art. Art therapy can be an effective and creative means to release, console and restore. Penned in this manner, art becomes a powerful form of self-expression that can reveal hidden feelings and emotions and act as a vital medium for communication – a universal language. May 25, through June 25, 2010, **ArtServe** and sponsors, **After Hours Pediatrics Urgent Care, The Children’s Services Council of Broward County,** and the **Dan Marino Foundation** will launch *(InSIDE)/OUT!, Art as Healing Therapy*. This unprecedented exhibit by an artist organization will help the viewer see the art image morph into a vital verbal exchange between participant, therapist, artist and viewer.

The core of *(InSIDE)/OUT!, Art as Healing Therapy* focuses on a collaboration between ArtServe members and participants from the following organizations; 9 Muses Art Center and Frame Shop, Angel’s Pediatric Heart House, Ann Storck Center, Achievement and Rehabilitation Center (ARC) Broward, Broward Children’s Center, Children’s Diagnostic Treatment Center, Easter Seals, Schott Communities, Lighthouse for the Blind, Miami Dade School System and United Cerebral Palsy of Broward. The artwork showcased will reflect on the value of the arts and show how this value transcends into one of the largest segments in our population – individual’s living with disabilities.

Opening night, slated for June 10, 2010, will feature art work of children, adults and adolescents living with disabilities who are actively involved in art therapy programs together with the work of South Florida artists who recognize the healing effects of their artistic exercise. Artwork will be on sale during the run of the exhibit and a portion of the proceeds will go toward benefiting the Haiti Relief Fund being spearheaded by The Children Services Council of Broward. Art therapy workshops will be presented by the Florida Association of Art Therapy. Entertainment will be provided by **Innermotion, Erik “E-Rock” Corulla, Ann Storck Center’s Music Program** and more.

The reception will also see the launch of After Hours Pediatrics Urgent Care's "Every Child Makes a Difference" program, which honors the exceptional contributions of Young Heroes with Big Hearts to their communities. "After Hours Pediatrics believes all kids are capable of doing amazing things, and this partnership with ArtServe is a perfect fit because the (InSIDE)/OUT! exhibit is about helping children to reach their potential through art," said Anthony Todaro, Director of Marketing and Sales, After Hours Pediatrics Urgent Care. "Working with children is our passion and so we are proud to support ArtServe in their effort to facilitate happy and healthy lives for the kids in our community."

In an economic climate that lends itself to cutting funding for arts programs, the hopes of this exhibit is to highlight the dire need for the arts. The arts are not just a pretty picture on the wall or a beautifully choreographed dance performance, but an infinite and unconditional field that allows for expression through symbolic communication that in turn leads to positive change and healing!

ArtServe, Broward County's premier arts service organization, celebrated its 20th anniversary in 2009. In just two decades, this respected non-profit has become a leading source of programs for artists and cultural organizations that has enriched the cultural landscape of South Florida. As one of only six incubator organizations for emerging artists and cultural groups nationwide, ArtServe plays a unique role in putting Broward County on the cultural map by helping artists turn ART into business.

After Hours Pediatrics Urgent Care provides urgent care for children when it is needed most – evenings, weekends and holidays. After Hours Pediatrics supports the doctor-patient relationship by ensuring patients' primary physicians are provided with electronic medical records after each visit. At After Hours Pediatrics, board-certified pediatricians provide treatment for flu, broken bones, cuts, burns, sports injuries and more. Each of its 12 locations throughout Tampa, Orlando and South Florida feature on-site laboratory and x-ray services. No appointment is necessary and most insurance plans are accepted. Offices are open 5 p.m. to 11 p.m. on weekdays and 1 p.m. to 11 p.m. on weekends and holidays. After Hours Pediatrics was established in Tampa, Florida in 1997, and is a subsidiary of TeamHealth of Knoxville, Tennessee.

The Children's Services Council of Broward is a funder of over 130 programs that serve children and families in Broward County. The CSC was established by a public referendum that passed on September 5, 2000, and which through Public Act, Chapter 2000-461 of the laws of Florida, authorized the Council to levy up to 0.5 mills of property taxes. The role of the Council is to provide the leadership, advocacy and resources necessary to enhance children's lives and empower them to become responsible, productive adults through collaborative planning and funding of a continuum of quality care.

For more information please contact Byron Swart at 954-462-8190 or [byrons@artserve.org](mailto:byrons@artserve.org)