



ARTS COUNCIL for Monterey County

• *Enriching the lives of our community through the arts* •

FOR IMMEDIATE RELEASE

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ARTS COUNCIL FOR MONTEREY COUNTY ANNOUNCES NEW LOGO

(Seaside, CA - January 30, 2023) The Arts Council for Monterey County (Arts4MC) announced today the launch of the organization's new logo as part of the ongoing evolution of their brand. In 2022, they received the Creatives for Community Grant from Waltz Creative, a women-owned business. The Waltz Creative team and the Arts Council team worked together on this project for six months to create a more contemporary logo. Unfortunately, the Arts Council did not have the original artwork for the former logo and it was deteriorating over time.

"Our business has grown and progressed over the last 40 years, and we felt it was time for a change. After careful consideration, we decided to refresh our logo that reflects a more modern look and captures our vision to symbolize our future as Monterey County's official arts agency," states Jacquie Atchison, Executive Director.

The Arts Council for Monterey County supports artists, programs, and organizations that preserve culture, create community, promote arts as a universal language, and stimulate the creative economy. The organization's overarching strategy is to advance social equity through the arts by supporting artists, programs, and organizations that are emerging, under-resourced, or underrepresented.

To learn more about the Arts Council for Monterey County visit www.arts4mc.org.

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The mission of the Arts Council for Monterey County (Arts4MC) is to improve the quality of life for everyone in our region through the arts. For more information, please email info@arts4mc.org