

February 7, 2014

FOR IMMEDIATE RELEASE

For more information, contact:

Jessica Campbell, Education Coordinator

(814) 472-3920

Travis Mearns, Public Relations Coordinator

(724) 238-6015

SAMA, TOMAHAWKS TEAM UP TO SUPPORT ART IN EDUCATION

Johnstown – Each March, SAMA celebrates national Youth Art Month with its annual *Artists of the 21st Century* student art exhibition. But this year, the Museum is bringing more attention to the importance of art education by partnering with the Johnstown Tomahawks for “The Art of Hockey.”

The event will take place on Friday, March 7 during the Tomahawks’ game against the Janesville Jets at the Cambria County War Memorial in Johnstown. “The Art of Hockey” will include an exhibition of hockey-related art created by students in three local schools, with all fans in attendance having an opportunity to vote for their favorite piece. The winning school receives up to a \$500 prize for its art program.

“‘The Art of Hockey’ is such a unique experience for SAMA and we are pleased to be working with the Tomahawks on this program,” said SAMA Education Coordinator Jessica Campbell. “It is an opportunity for us to share our mission with a new audience while also highlighting the importance of the arts in education. I encourage all of our patrons to come out for a great night of family fun. Support your local team, your local arts organizations, and your local school districts.”

In preparation of “The Art of Hockey,” art students in Forest Hills, Richland and Windber school districts will create hockey-themed art projects throughout the month of February. Each school can enter up to three projects for voting, though instructors may select up to fifteen additional projects per school for exhibition at the game. In addition to the winning school’s \$500 prize, the student(s) receiving the most votes also will receive a Tomahawks prize pack.

At the game, SAMA staff will man a 50/50 table and promote sales throughout the concourse and seating area, with proceeds benefitting SAMA’s arts education programs. Two of SAMA’s directory artists, Tom McCarty and Martha Murphy, have also donated original works of Tomahawks-related art which will be raffled at “The Art of Hockey” game. Both artists also will be in attendance and will be working on art projects at the game.

To help promote “The Art of Hockey,” Tomahawks players will be visiting Forest Hills Elementary School on Wednesday, February 12. The players will visit art classes as the students work on hockey-related art projects.

“This promotion should be a fun experience for the students and fans alike,” said Tomahawks Director of Marketing and Communications Chad Mearns. “One of our goals as an organization is not only to produce a winning team on the ice, but to support our community in any way we can. Working with SAMA is a great way for us to add something new to the Tomahawks experience.”

The Johnstown Tomahawks are a Tier II Junior A ice hockey team in the North American Hockey League’s North Division. The team’s first season was 2012-13, when it was named the NAHL’s organization of the year. Currently in its 38th season, the NAHL includes twenty-four teams in eleven states across the United States. NAHL alumni include NHL All-Star Thomas Vanek of the New York Islanders, former Pittsburgh Penguin Mike Rupp and Pittsburgh native and Stanley Cup champion Brandon Saad.

Several sponsorship opportunities are available for “The Art of Hockey.” For the \$650 Event Sponsor level, the donor receives a 16-person luxury suite for the March 7 game, event naming rights, and name and logo on all TV, print, online and game day promotions. For the \$300 School Sponsor level, the donor receives eight club tickets plus 40 additional student tickets, as well as name and logo in online and game day promotions. Sponsorship levels also are available at the \$150 and \$75 levels, with both including tickets and recognition. For more information on sponsoring “The Art of Hockey,” please call SAMA at (814) 472-3920. For individual tickets to support “The Art of Hockey,” call the Tomahawks office at (814) 536-4625.