

KRIS Wine and Americans for the Arts Launch Fourth Annual "Art of Education" Campaign

Winebow Brand to Award \$25,000 in Grants to Public Schools

NEW YORK—August 15, 2013—This fall, consumers can support arts education programs nationwide in K-12 public schools as they enjoy KRIS, one of America's fastest growing Italian wines. KRIS and Americans for the Arts, the nation's leading nonprofit organization for advancing the arts and arts education, are partnering again for the fourth annual "Art of Education" program. KRIS, a brand of Winebow, Inc., will award 16 schools in the United States a total of \$25,000 in grants to improve academic achievement through quality arts education. This year's campaign will run from September 9, 2013 to October 31, 2013.

Consumers, parents and educators determine grant winners by voting for their favorite K-12 public school through the [KRIS Facebook](#) page. When the program concludes on October 31, the school with the largest number of votes will be awarded \$5,000. The next five schools with the top number of votes will receive \$2,000. Schools that rank seventh through 16th in total number of votes will receive \$1,000.

Sixteen schools from across the U.S. were awarded grants in 2012, with top winners in Kendall Park, New Jersey; Shoreline, Washington; Manchester, New Hampshire; San Jose, California; and Yonkers, New York. Every winning school used their grant not just for art supplies, but also to help implement hands-on projects, engage students in arts education activities, and give back to their communities.

Last year's first-place winner, Brunswick Acres Elementary (Kendall Park, NJ), used their \$5,000 award to purchase new iPads for the school's art program. The school's students used them to create and sell seashell-themed digital artwork to support "[Shells for NJ Shores](#)," which raises money for Hurricane Sandy recovery efforts. "I wanted to create an opportunity for my students that would raise awareness about Sandy, and give them a voice and an opportunity to help with the recovery efforts for those who lost everything," said Suzanne Tiedemann, art teacher at Brunswick Acres.

"As arts funding in our nation's public schools continues to become more scarce, it's important that education partners, businesses, nonprofits and other organizations come together to make a positive impact," said Robert L. Lynch, president and CEO of Americans for the Arts. "We are grateful to have a partner such as KRIS Wine who recognizes the important role art plays in our children's education, in our lives, and in the welfare of our communities."

Supporting arts education programs is extremely important to KRIS. Art is a guiding principle behind KRIS Wine as articulated in the brand's slogan, "Discover the Art of Wine" and illustrated in its labels. "We have always strongly believed in the importance of art education," says KRIS winemaker Franz Haas. "Winemaking is an art, and for seven generations our family has pursued this craft." The KRIS Wine labels visually depict the brand's artistic expression with each one designed by contemporary Italian artist, Riccardo Schweizer (1925 – 2004), a close friend of the Haas family who studied under

Pablo Picasso. The artwork, which is unique to each wine, symbolizes the style and blending of art and science in the KRIS winemaking process.

About KRIS Wine:

Handcrafted in Alto Adige using grapes sourced from Italy's most exciting growing regions, KRIS is a product of seventh generation winemaker Franz Haas and his wife, Maria Luisa Manna Haas. In KRIS, Franz and Maria have combined their expertise and passions to develop a series of contemporary expressions of classic varietal wines reflective of the unique personality of Northeast Italy. For more information, please visit www.kriswine.com.

About Americans for the Arts:

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.americansforthearts.org.

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