



# Media Kit

2021 - 2022



**Providing Access  
to the Arts for all  
of Arizona.**



# About Act One

Act One makes the arts accessible to thousands of children and families in Arizona each year through field trips for K-12 students from Title I schools and the Culture Pass program.

Act One was started by Russ and Mac Perlich to address the many issues faced by schools and arts organizations alike when organizing field trips. Although many arts organizations offered student matinees, low-income schools could not afford the tickets, nor the necessary transportation. The solution became Act One's signature program: **Act One Field Trips**.

According to a report by the Arizona Commission on the Arts, in 2018, 24 percent of Arizona students attended schools that did not provide access to at least two artistic disciplines. One-third of Arizona students did not participate in an arts program at all in 2019-20.

Act One sends students from Title I schools on educational arts field trips and covers the cost of admission tickets and transportation. Act One facilitates the field trips from start to finish: securing tickets with the arts organizations, working with teachers to book field trips, paying for the transportation and providing educational materials that teachers can use to integrate the field trip into their curricula and prepare the students for their arts experience.

## **Mission**

Act One provides meaningful arts experiences that enhance the academic and creative potential of children and families in Arizona.

## **Vision**

We envision a time when all Arizonans acknowledge the value of creative arts experiences as a significant component of educational advancement and personal well-being.

# The Statistics

**+250,000**

Title I students connected to the arts through our field trip program

**+860**

Field trips funded in Phoenix and Tucson

**800,000**

Free passes to Arts & Cultural Organizations through our Culture Pass program



# Act One Core Programs

Our signature **in-person field trip program** is designed to make the arts accessible to K-12 students from Title I schools, combating the lack of arts access and education throughout Arizona. The program has brought more than 250,000+ students and their chaperones from Title I schools on in-person educational arts field trips since 2011.



Act One's custom **Virtual Reality field trip, Arts Immersion**, allows students to explore the world of arts from anywhere. Our Phoenix and Tucson travel teams of VR Specialists visit Title I schools in Phoenix, Tucson, and rural areas throughout Arizona to give a curated VR arts experience like nothing else.



Act One's **Culture Pass program** partners with libraries and arts and cultural institutions. The program offers free admission for two people to participating organizations as well as performances. Library cardholders choose the site and "check out" the pass. They have 7 days to use the pass.



# Act One's Newest Program

## Arts Immersion



Act One's custom virtual reality field trip, **Arts Immersion**, allows students to **explore the world of arts from anywhere!** Teams of VR Specialists will travel to Title I schools in Phoenix, Tucson, and rural areas throughout Arizona.

**Arts Immersion** is an hour-long experience for students **fifth through twelfth grades** and is **FREE to Title I schools**. Our visit comes with classroom materials and a lesson structure that encourages out-of-headset discussion.

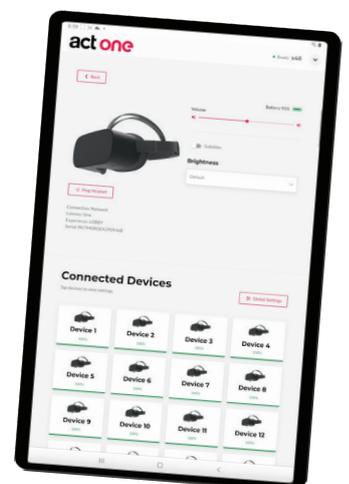
## Program Features

VR Specialists arrive in Act One vans, bringing the all-in-one bus cases with **VR headsets and Wi-Fi** that can run the experience for **up to 45 students** at a time.



Subtitles are available in **Spanish and English**.

For children with different learning needs, Act One provides tablets and headphones instead of headsets.



# Teacher Testimonials



“ All teachers in Arizona need to know about Act One!! Their team is fabulous. They take the time to help teachers find incredible field trip opportunities. Not only do they find the opportunities but they help fund and organize transportation for your field trip with you. And the fact that they focus on Title 1 schools makes them even more amazing!

**Sara Mora, Teacher**

Wrightson Ridge School

Act One is such an incredible and giving organization. Their mission to provide accessible access to the arts to students all across Arizona is so important in this day and age. I have experienced wonderful collaborations with Act One. They go above and beyond to meet the needs of students and are a pleasure to work with!

**Taryn Tidwell,**

**Music Teacher**

Shepherd Junior High School



# Contact Us

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## Contact Information

For urgent media inquiries and opportunities contact:  
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## Press Kit and Photography

For easy reference media may use this [link](#) to visit the Act One online press kit. Media are welcome to view and download high-res photography [here](#).

Photo credit: Act One (unless otherwise stated)

## Let's Connect

To learn more about Act One, visit [act1az.org](http://act1az.org) or follow us on Facebook, Instagram, Twitter, LinkedIn and YouTube at [@Act1az](#)



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