

act one Media Kit 2024-2025



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



Mission + Vision

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

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.

About Act One

Act One makes the arts accessible to thousands of children and families in Arizona each year through in-person and virtual reality field trips for preK-12 students attending Title I schools and the Culture Pass program housed in over 175 libraries statewide.

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 2020, nearly one-third of Arizona students attended schools that did not provide access to at least two artistic disciplines.

Act One sends students attending 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 provide field trips, transportation, and educational materials that teachers can use to integrate the field trip into their lesson plans and to prepare students for their arts experience.

The Statistics

+ #

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

+ #

Field trips funded in Phoenix and Tucson

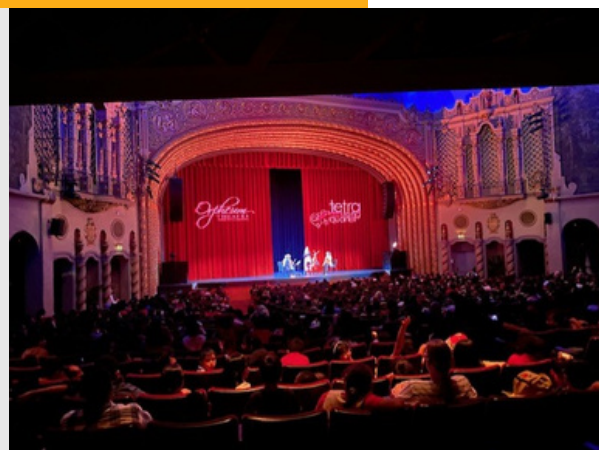
500,000+

Free passes offered annually through the
Act One 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 #+ 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 team of VR Specialists visit Title I schools throughout Arizona to give a curated VR arts experience like nothing else. Our first season, "Freedom of Expression," features the Mexican Muralism Movement, modern muralism, curation, and mariachi performances from Las Azaleas, an all-woman mariachi group from Tucson. Our second season, "Weaving Our Story," features indigenous Arizona artists on the themes of weaving, storytelling, cultural heritage, and public art.



Act One's **Culture Pass program** partners with libraries and arts and cultural institutions throughout Arizona to offer free admission for two people as well as occasional music and theatre performances. Library cardholders choose the site and "check out" the pass. They have 7 days to use the pass before it expires. Act One's Culture Pass program is housed in over 175 public and academic libraries in 12 of 15 counties in Arizona.



Act One's Virtual Reality (VR) Field Trip 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 travel to Title I schools throughout the state--and beyond!

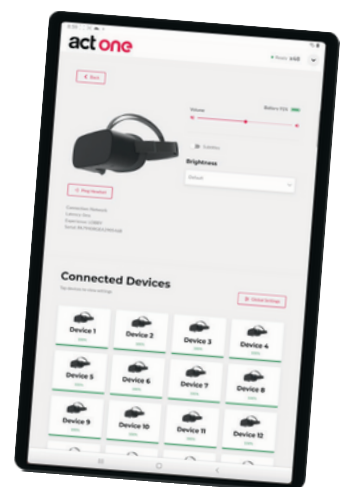
Arts Immersion™ is an hour-long experience for students **fifth through twelfth grades** and is **FREE to Title I schools**. Our visit comes with classroom materials and a lesson structure that encourages group classroom discussion.

Program Features

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

Subtitles are available in **Spanish and English**. Season Two of our VR content also has a Spanish audio option and an audio description.

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



Teacher Testimonials



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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

2024 - 2025

Media Kit



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 or follow us on Facebook, Instagram, LinkedIn, 0+ and YouTube at @act1az



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