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## **ARTS ADOPTS NEW STRATEGIC PLAN**

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SAN DIEGO – Aug. 30, 2007 – San Diego-based A Reason To Survive, or ARTS, announced today it has launched its new strategic plan for the 2007-08 fiscal year. After six years of continued success, the not-for-profit organization has refocused its efforts to help guide ARTS' growth.

ARTS enlisted the help of the BlueSkye Group, which helped the organization focus on its greater near-term and long-term goals. The ARTS staff, together with the board of directors, came up with the new strategic direction at a retreat facilitated by BlueSkye.

“With our strategic goals in mind, we will create a three-year plan to grow ARTS into the future,” said Matt D’Arrigo, founder and executive director of ARTS. “We are proud to have reached a level where we are serving a rapidly increasing number of children and families.”

In January 2007, ARTS moved into its permanent home, The Pat D’Arrigo ARTS Center, at the NTC Promenade in Pt. Loma, San Diego. The center is a seven thousand square-foot facility that provides free, comprehensive arts programs to children and families facing adversity. Through the ARTS center and outreach efforts, the organization provides visual, performing and literary arts programs to more than four thousand of San Diego’s children each year.

“For the first six years we have focused on the first step, which is healing, in what is a three step process: healing, inspiring, and empowering children and youth through the arts. With the new center, we are able to utilize ARTS in new ways to reach and heal children and youth,” D’Arrigo said.

ARTS offers a therapeutic medium to children and families experiencing adversity and partners to provide arts programs to such organizations as Ronald McDonald House Charities, San Diego Center for Children, Children’s Hospital, San Diego Hospice, Camp Pendleton, and others. Through imaginative expression, ARTS strives to improve the well-being and quality of life, fostering healing and hope. Those who would like to donate to ARTS can visit [www.artsurvive.org](http://www.artsurvive.org).

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