



FOR IMMEDIATE RELEASE

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Photos available upon request

Media Advisory



Art = Opportunity to Host Arts Literacy Residency

*New York Times Best Selling Children's Book Author and Illustrator Featured at Region-Wide Events
March 1-5, Various Locations*

The recently launched **ART=OPPORTUNITY** is continuing its work to program special events, summits and training for 2017 that address its focus on improving arts literacy. This March, Art = Opportunity initiative will present bestselling and award-winning author **Sara Pennypacker** and illustrator/collaborator **Jon Klassen** in San Diego for a series of workshops for educators and students, readings and school visits throughout the county.



Pennypacker's recent children's book, **Pax**, about the powerful relationship between a boy and his fox, has been named an Amazon Best Book of the Year and remains a *New York Times* Bestseller.

"**Art = Opportunity** Anchor Events are designed to illuminate and expand the concept of arts literacy," explained Center ARTES Executive Director **Merryl Goldberg**. "We hope that by sharing the creative process of Sara and Jon with students, educators and aspiring writers and illustrators, we can help shine a light on the connection between art and literacy and inspire others."

Professional development and learning events will take place over 4 days in various locations including CSU San Marcos, The New Children's Museum, Chula Vista and Oceanside. For a complete schedule visit <http://www.csusm.edu/artopp/>

AUTHOR BIOS

Sara Pennypacker is the #1 New York Times best-selling author of *PAX*, and seventeen more children's books including the Waylon series, the Clementine series, *Summer of the Gypsy Moths*, *Meet the*

Dullards, Pierre in Love, Sparrow Girl, and The Amazing World of Stuart. She has also contributed four books to the venerable Flat Stanley series. Her books have won numerous awards, including a Golden Kite Award and a Christopher's Medal, many children's choice state awards, and have appeared on many 'Best Books' lists. Often asked "why do you write for children" she explains first, books can make a profound difference to a young reader: they can either mirror his experience or they can open up a whole different path.

Jon Klassen was born in Winnipeg Manitoba, and grew up in Southern Ontario, Canada. He works as an author/illustrator of picture books, as well as for animated projects. He has written and illustrated three picture books—*I Want My Hat Back, This Is Not My Hat* and *We Found a Hat*. Jon has illustrated books written by other people, too—most recently *Pax*, by Sara Pennypacker. He has worked as an illustrator/designer at Dreamworks and Laika Studios, and as an art director on smaller scale animated projects that include the BBC and Google. Awards include the Caldecott medal for *This Is Not My Hat*, and the Governor's General Award for *Cats' Night Out*. He lives and works in Los Angeles.

The **Art = Opportunity Literacy Residency** is funded by **The Stuart Foundation, Panta Rhea Foundation,** and **California State University San Marcos IRA fund** (Instructionally Related Activities).

ART = OPPORTUNITY LITERACY RESIDENCY PUBLIC EVENTS

DATE: March 1

DESCRIPTION – Meryll Goldberg and Ron Jessee "Learning through the Arts" class. *A Way with Words* host Martha Barnette will interview author Sara Pennypacker and illustrator Jon Klassen.

LOCATION: Cal State San Marcos, Arts Building Room 111

TIME: 10:00 am

Open to the Public

DESCRIPTION: Professional Development with North County teachers (registration of \$20 includes copy of Pax.)

LOCATION: Quantum Learning Center, 1938 Avenida Del Oro, Oceanside, CA 92056

TIME: 4:00 - 5:30

TO REGISTER: <https://sdcoe.k12oms.org/eventdetail.php?gid=1020&id=127453>

Open to the public

DATE: March 2

DESCRIPTION: Author Reading/Storytime for Littles

Author Sara Pennypacker and illustrator Jon Klassen will read and share from their illustrated children's books.

LOCATION: **Make/Shift installation at** The New Children's Museum, 200 W Island Avenue, downtown San Diego

TIME: 10:30am

NO REGISTRATION REQUIRED

Open to the Public. Free with museum admission: \$13/per person

www.thinkplaycreate.org

DESCRIPTION: **Illustration for Art Teachers and Teaching Artists.** Jon Klassen will talk about his work as a book illustrator and conduct a mini hands-on workshop. Limited space, registration required.

LOCATION: Innovators LAB at The New Children's Museum, 200 W Island Avenue, downtown San Diego
TIME: 3-4pm

TO REGISTER: <https://sdcoe.k12oms.org/eventdetail.php?gid=1020&id=127727>

DESCRIPTION: Museum after Hours! Working with Words and Pictures: Inspiration for Classroom Teachers credentialed arts teachers, teaching artists, indeed, all educators! Author Sara Pennypacker and illustrator Jon Klassen will discuss and share how they work together and inspire teachers to consider combining writing and drawing into their lessons. Limited space, registration required.

LOCATION: Innovators LAB at The New Children's Museum, 200 W Island Avenue, downtown San Diego

TIME: 4pm-5:30pm

TO REGISTER: <https://sdcoe.k12oms.org/eventdetail.php?gid=1020&id=127728>

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ART=OPPORTUNITY, funded by a Stuart Foundation grant to California State University San Marcos (CSUSM), is a San Diego county-wide campaign on providing a meaningful education by improving literacy through the arts. This research-based initiative provides leadership training, literacy residencies, summits, workshops, and anchor events for educators, parents, youth and teens, and arts providers.

It is being implemented by Meryll Goldberg, Executive Director, Center ARTES and a leadership team of arts educators, professionals and area nonprofits.

Get Engaged. Stay Connected.

Email: artopp@csusm.edu

Visit: <http://www.csusm.edu/artopp/>

Engage: <https://www.facebook.com/artopportunity/>

About California State University San Marcos

Building on an innovative 25-year history, California State University San Marcos is a forward-focused institution, dedicated to preparing future leaders, building great communities and solving critical issues. Located on a 304-acre hillside overlooking the City of San Marcos, it is the only public four-year comprehensive university serving North San Diego, Southwest Riverside and South Orange Counties.

The University enrolls over 14,000 students. With approximately 2,000 employees, the institution is a Great College to Work For® (The Chronicle of Higher Education). As a recipient of the annual HEED Award since 2014—a national honor recognizing U.S. colleges and universities that demonstrate an outstanding commitment to diversity and inclusion—CSUSM is committed to creating a diverse and inclusive environment.

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