



FOR IMMEDIATE RELEASE
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Media Advisory



***Art = Opportunity to Host Workshop for Educators with duo Black Violin
Event Scheduled as part of Region-Wide Campaign
Thursday, February 2***

The recently launched **ART=OPPORTUNITY** is already programming special events, summits and training for 2017 that address its focus on improving arts literacy. Coming this February is an exciting collaboration with California Center the Arts, Escondido and the duo Black Violin.

ART=OPPORTUNITY, a project of CSUSM Center ARTES, is hosting a discussion for educators focusing on the power of music with Black Violin artists; Kev Marcus and Wil Baptiste, moderated by Martha Barnette, co-host of the public-radio show *A Way with Words*. A post-talk reception with food and no-host bar in the Museum and concert ticket is included in the admission price.

The inspiring hosted discussion will take place at 4 pm in the Concert Hall before the February 2 concert which begins at 7:30. The sounds of classical violin and hip-hop combine to create the musical phenomenon Black Violin. Their one-of-a-kind sound is sought after by hit recording artists. The duo of Kev Marcus and Wil Baptiste share their signature sound as they challenge stereotypes.

An interesting local connection is that the duo provides the soundtrack and title music to the popular FOX TV series, *Pitch*, filmed in San Diego and featuring the hometown San Diego Padres.

Martha Barnette is co-host of the public-radio show *A Way with Words*, broadcast in 300 cities across North America, and worldwide by podcast. The show, about words and how we use them, airs locally on KPBS-FM.

"We've spent the last 10 years working to encourage and empower people of all ages, ethnic and socioeconomic backgrounds to find what connects us, rather than shine a light on what divides us. This past year alone, we've played for nearly 100,000 students across the US and Europe. We've taken this opportunity to spread a message that

challenges the world's view of what it means to rise above labels, be daring enough to follow their passion and most of all, be true to themselves."

- Kev Marcus and Wil Baptiste, #blackviolinunity

ART = OPPORTUNITY EVENT INFO



Thursday, February 2

4 pm, Concert Hall: Talkback with Kev Marcus and Wil Baptiste of Black Violin, hosted by Martha Barnette

7:30 pm, Concert Hall, Black Violin Concert

California Center for the Arts, Escondido

[340 N. Escondido Blvd., Escondido, CA 92025](https://www.calarts.org/340-N-Escondido-Blvd-Escondido-CA-92025)

Tickets are \$20 which includes the talkback for educators. A post-talk reception with food and no-host bar in the Museum and concert included in the admission price.

TICKET LINK: <http://artcenter.org/event/black-violin/>

USE PROMO CODE **ARTOPP** to purchase exclusive \$20 ticket

ART=OPPORTUNITY, funded by a Stuart Foundation grant to California State University San Marcos (CSUSM), is a San Diego county-wide campaign focused on providing access to all children to a better education by improving literacy through the arts; including technical assistance to implement arts plans, professional development, and mentoring. It is being implemented by Merryl Goldberg, Executive Director, Center ARTES and a leadership team of arts educators, professionals and area nonprofits including the California Center for the Arts, Escondido.

If you are interested in getting involved, please email artopp@csusm.edu or visit Center ARTES Website for more information and upcoming events: <https://www.csusm.edu/centerartes>
Visit us on Facebook at <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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