

GEORGE CHAPWICK, ALEXANDRIA PERFORMING ARTS ASSOCIATION  
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I'd like to describe briefly two programs supported by the APAA. We feel that these programs are particularly beneficial to the general success of arts dissemination in Alexandria. They illustrate our ability to tailor our art to the needs of particular audiences.

First - the **National Symphony Orchestra Family Concerts**. Briefly, the NSO Education Programs Department, Kennedy Center makes available free tickets to special concerts designed to attract the young concert goer. An instrument petting zoo and music geared to kids is made available. Alexandria, although eligible to attend these events has not, until recently, availed itself of the opportunity.

The Alexandria Performing Arts Association has been instrumental in forming the necessary contacts to bring the program into being.

- We contacted the NSO Educational Programs Department and secured 200 tickets (face value \$3000) to the event. APAA also buys an additional 100 tickets
- We contacted Superintendent Sherman and secured school busses to take our kids to the Kennedy Center - APAA paying the overtime needed for the bus drivers.
- Finally, APAA volunteers man every bus, ensuring that the kids get where they are supposed to be in a timely fashion.

Cost to the City? Some time of school teachers and principals. Gas for the busses. Net result: 300 elementary school students enjoy a rare treat.

Second - **The APAA's ENCORE Program**. APAA several years ago received a bequest with an open ended target: Use the money to benefit the elderly in Northern Virginia. The ENCORE program, encore standing for "ENtertainment Carried Out to the Retired and Elderly" was born. Our regular musical/dance programs were not reaching the elderly. As a rule organizing a van load of seniors to come to an entertainment event was not happening. So we worked to take the entertainers to the retirement facilities. We undertake 10-12 events annually (big emphasis on Valentine's Day). Is it great art? Well no, often it's a singer with accompanist singing old favorites and encouraging a sing along. It is very very welcome.