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**PORTFOLIO
NON-PROFIT**

Pottery Is the New Mindfulness

Clay Arts Center

September 2019

Pottery has become *trop chic* over the past few years, with clay studios across the country booming and classes filling quickly. Clay art has always had its own adherents of artists and students, but it has reached a new level of popularity, thanks to its healing benefits. Even Brad Pitt has become a potter!

The inclusive nature of clay might be one reason for its current and unflagging appeal. It is infinitely versatile, perfect for pieces both purely formal and simply functional. Clay permits an artist to create forms in direct, spontaneous ways. It is malleable and tactile, a substance most children have experienced. It responds to our primal urge to create with our hands.

As today's lifestyles become ever more hectic, people are seeking an activity that provides some relief from their daily stress. Pottery has become the new mindfulness, as it combines the meditative aspects of yoga and meditation with the creativity of working with your hands. The malleability and immediacy of clay creates a natural mind-body connection. Working with clay is active meditation.

Many find creating pottery, on the wheel or molding by hand, is an all-absorbing meditative, restorative, extremely gratifying experience. When working with clay, you have to let go and give in to the unpredictability of the medium; you can start with an idea of what you want to create, but the clay will dictate its form. One you permit this, and participate in it, you are in the moment with your creation and "going with the flow," which is what most people who meditate try to achieve in their practice. When a potter finds himself or herself in this meditative state, hours can pass in which he or she doesn't think or care about anything else but the work. It is a kind of transcendence.

The act of creating handmade objects by throwing pots on the wheel or creating sculptures by molding clay is very satisfying. You can't rush it – things will crack or simply not work during the creating process. This is not an endeavor that results in instant gratification; it's a slow, liberating experience with endless possibilities, and it takes time and patience to create something entirely unique. The process itself is the perfect antidote to being in front of screens all day.

Research has proven working with clay has mental health benefits: it can alleviate symptoms of depression, reduce anxiety and heighten your sense of well-being. Working with your hands in a creative way can alter the brain's neural pathways and produce changes in multiple brain regions. The "Clay Cure," as it is known, is considered a natural anti-depressant.

Parents are also learning about the benefits of enrolling having their children in ceramics classes. Working with clay develops creative problem-solving skills, fine motor skills and builds confidence (and it's also electronics-free). With the amount of stress children and teens experience today, ceramics classes are a creative, productive way to alleviate some of this stress.

Working with clay can also be powerful therapy. The tactile qualities of clay have proven therapeutic for people living with Alzheimer's, autism, mental illnesses, developmental disabilities and more. It facilitates the expression of emotions, especially for those who have difficulty expressing themselves verbally. It can also improve cognitive abilities, including concentration and memory.

Pottery has a history of over 2,500 years. You can examine a clay pot from Ancient Egypt and know there is a human connection to a pot made today of the same material. This connection is something we all crave in our technology-driven world – we not only wish to connect with each other, but also to the earth or mud clay comes from. A good example of this craving is the current farm-to-table movement. It's not just that we want to consume locally-sourced food direct from the garden, raised and harvested by a fellow human being – we even want the plates on which we serve this food to be made by hand! Meals are even more special when you dine with plates and cups made by hand. There is a beauty in having items that are handmade. They add soul, humanity and uniqueness to our everyday experiences.

As anyone who made a clay dish in elementary school can recall, the appeal of making something functional with your own hands is thrilling. The difference is that now everyone from chic hipsters in Brooklyn to your grandmother are doing it, with more professional, higher-end versions now available at your favorite retailers, including Anthropologie and Barney's New York.

Consider getting centered, being mindful and unplugging – and having fun! Clay Art Center (CAC) in Port Chester, NY has been offering classes for over 60 years. Founded in 1957 with the idea that artistic expression is a basic human instinct, one that unites all of us through creativity, communication and shared experience, CAC inspires and supports creation, connection and education. Its studios are bustling with working professionals, parents and children who are looking to de-stress, unplug and socialize.

"I think it was Picasso who talked about the moment of looking at the subject, and paint hitting canvas, and that is where art happens," Brad Pitt told *GQ Style*. "For me I'm having a moment of getting to feel emotion at my fingertips. But to get that emotion to clay—I just haven't cracked the surface. And I don't know what's coming. Right now, I know the manual labor is good for me, getting to know the expansiveness and limitations of the materials..."

Ceramics classes, which offer insight into the transformational qualities of clay and its possibilities as a medium for expression, are offered year-round to students of all ages and skill levels. Classes include wheel throwing, hand building and sculpture, as well as classes in which students are shown a variety of techniques both on and off the wheel. Every class is unique, and small, so each student can focus on his or her individual growth while being part of a larger clay community. The studio is well-equipped, and all CAC instructors are dedicated, skilled artists. Why not take a spin?

About Clay Art Center (CAC)

Championing the arts in Westchester for six decades, the non-profit Clay Art Center (CAC) is a hub for ceramic arts and art education. The center has made a significant contribution to the development of American ceramic art since its founding and continues to be an important atelier for artists and a vital force in the growth, innovation and production of ceramics. The center is also a fantastic place to be exposed to the best and the brightest ceramic artists, some of them working with cutting-edge technologies like 3D printing. CAC remains a destination for art lovers, for interior designers looking for unique ceramic sculpture to define their design projects, for students, and for Westchester and Fairfield County residents looking for the perfect locally handmade one-of-a-kind gift, be it ceramic sculpture or fine functional pottery.

CAC actively works with community partners to bring the therapeutic benefits of clay to those suffering from Alzheimer's sufferers, to autistic children and to developmentally disabled Westchester residents; the center also works with Gilda's Club to provide comradery and opportunities for creative expression for people living with cancer. The instructors and other staff members at CAC are passionate about making and sharing ceramics and bringing something truly special to the people of Westchester.

Each year more than 13,000 people visit the non-profit CAC to view exhibitions of cutting-edge ceramics, to take classes and workshops, to volunteer and to purchase locally handmade fine functional pottery and ceramic sculpture. A fully equipped 11,000 square foot facility, CAC is home to more than 50 working artists, exhibition space and three classrooms for adult and youth classes. CAC is a year-round hive of activity, thanks to its working professional artists, its dedicated students and its myriad community arts outreach programs which reach thousands of underserved youth, families, older adults and special needs groups with free and subsidized access to the arts.

The center continues to enhance the lives of the people of Westchester: walk through its doors and you'll immediately notice the palpable "buzz" of artistic production and community participation. As it settles into middle age, CAC is more vibrant, and more necessary, than ever.

W42ST
Rise Up
January 2019

There are eight million stories in the naked city. Here are two to make you believe change is possible...

St. Luke's, "The Lutheran Church of Times Square," is one of the oldest churches in Hell's Kitchen. The congregation joined the New York Ministerium in 1853, and the cornerstone of its clerestory German Gothic-inspired church, which is listed on the National Register of Historic Places, was laid on October 10, 1922. Though its congregation only numbers about 100 members, St. Luke's has historically contributed to the betterment of Hell's Kitchen and is, today, home to one of the neighborhood's busiest soup kitchens. "St. Luke's aims to help people live out what they believe and what they hope for," says St. Luke's Pastor Arden Strasser.

St. Luke's is also home to two particularly altruistic congregants, Gayle Kliever and Richard Nesbit, each of whom runs an independent non-profit working to change the lives of children and young adults in East Africa. And each has the support of Pastor Strasser who, as a young man, spent two years teaching high school in Zimbabwe. "I saw firsthand the great need for education and its power to change people's lives and to reduce poverty," he says.

Gayle Lyn Kliever Student Fund

"In 2004, I committed financial suicide to become a primary school teacher in remote Tanzania," says Gayle Kliever, founder and executive director of GLK Student Fund. After spending five years in Tanzania, and inspired by the incredible industriousness, resilience and need of her students, she founded a scholarship program incorporated in both Tanzania and the USA.

GLK Student Fund identifies worthy Tanzanian students who are gifted and motivated but lack the means to finance an education and connects them with sponsors who can pay their school fees. In 2017 GLK Student Fund supported more than 60 students, increasing its scholarships by 36 percent. The fund also awarded three scholarships to students with disabilities, saw seven of its students graduate from various programs, and participated in a school farming project to help provide students with affordable, healthy food.

"Fifteen years later, the children and young people of East Africa still occupy my daily thoughts, time and energy," says Gayle. "Running a well-organized, non-corrupt organization in East Africa is not easy."

Let's Send These Kids to School

What began for Upper West Sider and photographer Richard Nesbit as a brief correspondence on Facebook with a young Sudanese refugee in Uganda, John Deng Akuei, has become a successful non-profit currently putting 11 kids through school in Uganda. A semester in high school, trade school, or college can cost less than \$700 in Uganda, yet this is far beyond the means of most students, particularly orphans and refugees from the civil war in South Sudan. "I thought, back in 2015," says Richard, "'just a little bit from us would change his life.'"

In December “Let’s Send These Kids to School” held its annual benefit at St. Luke’s. “Raising Shillings, Raising Hope” was a musical and theatrical performance featuring some of Hell’s Kitchen’s innumerable actors, musicians and vocalists, including playwright John Ahlin of Fat Knight Theater.

“Education empowers the individual and, consequently, his or her entire village to combat poverty and pursue progress,” says Richard. “I’d like to see the amount of people we’re helping double and then continue to increase.”

Changing the world is often quite personal, and even small amounts of money can have an enormous effect on the lives of young people in vulnerable populations. From the pews beneath the stenciled nave at St. Luke’s, Gayle and Richard have reached across the globe, all the way from Hell’s Kitchen to Tanzania and Uganda, to offer young people in these countries an opportunity to rise and to give them, in the words of Nelson Mandela, “the most powerful weapon which you can use to change the world.”

For more information:

<http://stlukesnyc.org/>

<http://glkstudentfund.com/>

<https://www.lstkts.org/>

<http://www.fatknighttheatre.org/>

New York Lifestyles Magazine

MY NEW YORK STORY

Dr. Nicole Becker, Every Voice Choirs

October 2018

Every Voice Choirs was founded at Teachers College, Columbia University, in 2012 by Dr. Nicole Becker, the music director of the Teachers College Choir. She, along with voice specialist Dr. Jeanne Goffi-Fynn, promotes the musical and personal growth of New York City youth by empowering them to discover and share their voices with confidence and pride.

Every Voice Choirs (EVC) is one of the only children's choirs in New York City that doesn't require an audition. In fact, everyone who commits to attend rehearsals and practice at home is welcome to join. EVC singers are encouraged to share their ideas, choose and compose repertoire, lead sections of rehearsals and collaborate in the creation of performances. At rehearsals and concerts, the choir aspires to reflect upon and educate its singers on global themes. Since 2015, the NYC Department of Cultural Affairs has recognized EVC annually for providing cultural services to the people New Yorkers.

HITTING THE RIGHT NOTE

EVC was founded because there was a need for an un-auditioned choir which provided children with the highest level of vocal and musical training possible. "All kids come with a wide range of gifts, and many of those aren't picked up at traditional auditions," says Dr. Becker. "Kids need to be comfortable and to know their skills are valued to share them. We love to watch kids reveal themselves little by little over the course of our work together. We are also amazed by what they can do as they become more confident."

EVC offers three choral programs: The Every Voice Kids Choir (ages 7 to 10) and the Every Voice Youth Choir (ages 10 to 14); these core choirs, and rigorous choral experience, will lead to auditions for the Every Voice Concert Choir, EVC's professional performing ensemble.

ON THE ROAD

EVC maintains an active performance schedule and 2018 has been particularly busy. On New Year's Day, the choir performed the National Anthem at the 2018 NHL Winter Classic at CitiField, which was broadcast live. This was followed with two concerts in honor of Martin Luther King at the Broadway Presbyterian Church and the EVC 2018 Winter Concert, Peace Seekers VI: Still I Rise, at Merkin Concert Hall. In April, the young choir joined the Edward Morgan Ballet at Holy Apostles Church for Ballet for The Homeless. The following month, EVC celebrated Spring and the Earth with its 2018 Spring Concert, Earth Songs. The concert repertoire included the world premiere of "Song of the Ocean" written by the EVC Youth Choir with composer Carman Moore.

"We schedule our two major themed concerts a year in advance: a program on social justice in January and one for the environment in May. I have lots of time to think about repertoire," says Dr. Becker, "but many of our collaborations and special performances come up in the middle of

the programming season, and they require flexibility—when we got the call from the NHL I ended up canceling my winter vacation!”

EVERY VOICE REALLY COUNTS

Because EVC is a non-profit corporation, it depends on the support of the public. If Dr. Becker isn't arranging concerts or leading rehearsals, she's probably applying for grants. “We apply for about ten grants a year. If we are consistent about collecting and archiving materials, a grant application might take about 20 hours, but if we have to collect materials and edit video, it can be more than twice that,” explains Dr. Becker. Tuition fees cover about 25 percent of the operating budget, but EVC provides financial aid to families who need it, and for this past year the West Harlem Development Corporation funded scholarships. “Fundraising is not something artists learn about in school, so I've had a lot of on-the-job training,” says Dr. Becker.

Dr. Becker received her master's degree from Indiana University and her Doctorate of Education from Teachers College. “It takes a village!” she says, “but this is what I love most about EVC, the partnerships, and the collaborations with the kids and their families, and all those who support us so generously. For us, both onstage and behind the scenes, every voice truly counts.”

For more information on Dr. Nicole Becker and Every Voice Choirs, visit everyvoicechoirs.org.

Gina Genovese
Independent Candidate for NJ Governor
Bio
September 2017

Gina Genovese: Can an Underdog Slay the Giant?

The stakes are too high for government to be a spectator sport.

- Barbara Jordan

Thousands of years ago, an inexperienced shepherd boy launched a single stone with a simple sling and slew one of the world's greatest warriors, the giant, Goliath, whose crushing victory had seemed assured. Today, here in New Jersey, the victory of Democrat Phil Murphy, a different type of giant, seems equally assured. But an independent candidate for Governor, Gina Genovese, is armed with a sling and five smooth stones...

What are these five stones: The first is Gina's willingness to return the state of New Jersey to its taxpayers; the second is the expertise she needs to accomplish such an incredible feat; the third is her unflagging belief that it can be done; the fourth is her proven ability to work with Republicans and Democrats, and the fifth is her understanding of how Trenton works. These five stones, her quiver, make her the best candidate. These five stones give her the ammunition she needs to launch a revolution in the State of New Jersey. So she's armed and prepared, but who is Gina Genovese?

A lifelong resident of the Garden State, Gina graduated from the prestigious Kent Place School. She then spent two years on the Women's Tennis Association world tour, 1980 and 1981 before founding Gina's Tennis World in Berkeley Heights, NJ, in 1983 at the age of 24. That first year Gina worked through the winter and lost \$1,600 – 34 years later she is still the head pro and instructor (and still on a mission to reduce the global footprint of bad forehands and backhands). Gina is committed to helping New Jersey's small businesses survive and thrive as hers has.

In 2005 Gina won the mayoralty of Long Hill Township, becoming the first openly-gay mayor in the history of New Jersey and the first Democrat to hold the office. A true underdog, Gina's victory was nothing less than astonishing: she beat a four-time incumbent in a town where the ratio of Republicans to Democrats is three to one.

Gina currently serves as the Executive Director of Courage to Connect NJ, the state's leading non-partisan organization dedicated to helping solve New Jersey's property tax crisis, which she founded in 2009. Courage to Connect NJ has worked successfully with government leaders and local citizens to find more cost-effective ways to deliver government services to our municipalities, including police, schools, street maintenance and trash removal. One of New Jersey's foremost experts on municipal consolidation and school district regionalization, Gina is the co-author of a guidebook, *The Tools for Municipal Consolidation in New Jersey*.

Gina was named one of the Top 100 Policy Makers in New Jersey in 2017 and was given the NJ Taxpayer Association's Advocate Award in 2015. In 2009 she was an Elector for Barack Obama. She has also been an active member of the boards of the Women's Political Caucus and the Colonial Crossroads Red Cross Chapter.

"I am running because I cannot watch the 1 percent simply purchase New Jersey," Gina says. "I am the only candidate who has a viable solution to reduce New Jersey property taxes, through the consolidation of municipal administrations and the conversion of all of our schools into K-12 districts. I also want to build more affordable housing for the working poor of New Jersey, currently 37 percent of our population, and I want to improve our infrastructure: my goal is to keep New Jersey moving while protecting our environment."

New Jersey is the patron state of underdogs, from George Washington's improbably 26 December 1776 victory over the Hessians on the outskirts of Trenton to the incredible global success of a scrappy rocker from Freehold named Bruce. Time and again, Gina has come up against seemingly insurmountable odds and triumphed, and this is the theme of her campaign – that New Jersey taxpayers are up against seemingly insurmountable odds, against a long train of abuses and usurpations, given the corruption and ineptitude that seem endemic, historically, to the state's governance.

Gina believes the time has come for a revolution: it's time to slay this giant and bring the efficient delivery of services and property tax fairness. "I want my campaign to inspire the taxpayers of New Jersey to participate in the governance of our state." If this tenacious underdog's past successes are any indication, she will.

Gina Genovese
Independent Candidate for NJ Governor
New Jersey Taxpayers Can No Longer Bear the Burden of
Unsustainable Municipal Police Salaries and Pensions
September 2017

There is a stark disparity between what we pay for services in New Jersey and what residents pay for the same services in other states. Property taxes, police salaries, pensions, cost per student...every time we compare the Garden State to any other state in the Union, we are ranked far, far behind.

Recently, a number of news outlets in NJ, including NJ.com, have reported that [approximately 60 percent of our municipal police officers make at least \\$100,000](#) – this is before overtime and bonuses. In three-quarters of our state’s municipalities the median police salary exceeds the median household income, including two-income households. In other states, police officers generally average 27 percent more in salary than the average resident of the municipality in which they are employed – here in NJ, police salaries are double this average, at about 55 percent. For the taxpayers of NJ, this is unsustainable.

What can NJ do to rein-in costs and make police salaries fair, both for the brave, dedicated police officers who protect and serve our towns, and for the working people of NJ who pay their salaries? I believe we can reverse this trend to reduce unnecessary expenditures at the municipal level.

Some of our very small towns, both in terms of population and square mileage, have begun dismantling their police departments and contracting for police services with nearby municipalities. Although these sensible efforts at consolidation should be commended, the cost per resident for police services remains high, while the savings are insignificant. A better solution is for two or more smaller municipalities to share a police force – this would consolidate personnel and equipment and reduce administrative costs. Unfortunately, the NJ law under which would govern this consolidation is unworkable: [it requires each town to create an additional governing body](#) to oversee the shared police department! A number of towns tried, but none were able to form shared police departments because of the Byzantine process the current law demands.

Contracting county police is another option, but only if the county already has a significant police department. One of our towns explored securing police services from the county but, after a comprehensive report was prepared citing a potential \$5.8M per annum savings for taxpayers, the mayor and the municipality’s governing body rejected the idea. Maybe next time? This is obviously an option that requires bold, innovative leadership.

The only way to achieve real savings, reduce the number of employees and implement innovative ideas for the efficient delivery of police services is through municipal consolidation. Princeton Township and Princeton Boro unincorporated and joined together to form a brand new,

incorporated town: the new municipality reduced the number of officers on its combined police roster by nine officers, from 60 to 51, and created a new police department, one that boasts additional services and a more effective organizational structure. The key benefit was the negotiation of new contracts for future hires: the town's new contract increases the amount of time officers must spend on the force and the number of steps they must take to reach \$100,000 in annual salary. Since the consolidation, the new municipality has managed to save over \$2.1M per year on police department expenditures alone.

I believe the only real hope for our state's taxpayers is for our smaller towns, our school districts and our police departments to merge and streamline, to reorganize all of their assets and resources, including buildings and equipment and staff: only after we take on this necessary and rather simple, sensible task will we see increased financial efficiency. This is what I mean by a top-down, bottom-up approach – the only way we can kick start New Jersey's economic growth, which is now stagnant, is to begin at the municipal level, and rise. If Princeton is now saving more than \$2M per year after consolidating two police forces into one, imagine how much money we can save with 300 fewer towns, school districts and police departments! Imagine the fiscal boon this would bring to our state, as well as the immense improvement in services.

If NJ doesn't take the bold steps required to address this issue head-on, we will continue to lose more and more of our residents to states with booming economies, particularly out west. Instead of footing this ridiculous bill, maybe we should start a revolution and force our elected officials to begin working for us. I think we need a new sheriff in town...

Gina Genovese
Independent Candidate for Governor
"Keep Believing in NJ"

Inspire Dialogue Foundation
Website Text
January 2016

Home Page

About Us Paragraph

“The reality today is that we are all interdependent and have to co-exist on this small planet. Therefore, the only sensible and intelligent way of resolving differences and clashes of interests, whether between individuals or nations, is through dialogue.”

- His Holiness the Dalai Lama

The Inspire Dialogue Foundation is a creative forum that brings together people who might not otherwise meet – academics, businesspeople, doctors, journalists, politicians, religious leaders, scientists and others – as a catalyst to shift our perceptions as a human community and stimulate discussion on global issues.

Home Page

Inaugural Event Description

We live in an interdependent world, one where our own interests are best served by what is in the best interests of the global human community. On the 17th and 18th of September 2015 his HH the Dalai Lama and Archbishop Rowan Williams hosted and participated in a series of interdisciplinary and intergenerational dialogues around “Universal Responsibility,” a phrase coined by HH the Dalai Lama. The symposium brought together approximately 100 energetic and open-minded participants who took the opportunity to explore, teach and enjoy the process of dialogue in a combination of plenary sessions and breakout groups. Our goal was to explore how the mindful use of dialogue could generate insight, empathy and cooperation among our participants and the communities and peoples they represent.

About Us

Description of Foundation

The Inspire Dialogue Foundation has been established as a platform for intergenerational and interdisciplinary dialogue that will help us face the challenges that affect everyone across the globe. Our vision is to create a century of dialogue and compassion, to create connections and inspire people.

Our events are designed to bring people together around topics of global importance as a springboard for discussion. Our inaugural event was hosted by Rowan Williams and featured a dialogue with His Holiness the Dalai Lama, wherein we established some key questions and opportunities for discussion within the overarching theme of “Universal Responsibility.”

It's time to break through the outdated boundaries of nationality and race and view ourselves as the globalised community we've become. Our main purpose is to inspire dialogue and to keep people of different generations, nationalities and disciplines engaged and inspired as global citizens.

Dialogues (events)

Dialogue with the Dalai Lama (Cambridge, 17-18 September)

Description

“What Does Universal Responsibility Mean to Us Now?”

On the 17th and 18th of September 2015 his HH the Dalai Lama and Archbishop Rowan Williams hosted and participated in a series of interdisciplinary and intergenerational dialogues around Universal Responsibility at Magdalene College, Cambridge University. The symposium brought together approximately 100 energetic and open-minded participants who took the opportunity to explore, teach and enjoy the process of dialogue in a combination of plenary sessions and breakout groups. These breakout groups addressed seven essential issues:

- Resources: the need for food, shelter, clean water.
- Health: the support for physical and mental health and wellbeing, including delivery of quality healthcare.
- Education: early education through schooling at various levels.
- Technology: human knowledge and capabilities amplified through tools and technologies.
- Environment: the preservation of the natural environment.
- Interdependence: the relationships between humans and between their communities in our interconnected world.
- Peace: the preservation of human rights and cultural diversity supported by the resolution of conflict.

Our goal was to explore how the mindful use of dialogue could generate insight, empathy and cooperation among our participants and the communities and peoples they represent.

Dialogue with Young People (London, 19 September)

Description, attendees + purpose

The third day of our event, the Youth Festival and “Reflections on our Future” Ceremony, took place in London on 18 September 2015.

“Once you develop confidence in your own ability, you’ll be able to make a real contribution to creating a better world.”

- HH the Dalai Lama

Partners

Thank You Paragraph

A UK not-for-profit organisation, Inspire Dialogue Foundation relies on the financial and direct support of its partners, past and present, without whom our work would not be possible. We thank them for their continued participation in our mission:

The Rumi Foundation

The Association of Commonwealth Universities

CG Creative Studios

Ho Cho and Sylvia Willis

EMC³

Forum on Geopolitics at POLIS, University of Cambridge

The Foundation for Universal Responsibility of His Holiness the Dalai Lama

English Language Scholarships for Tibetans

The Williams Papworth Studentship

**The Fairy Tale Museum
Press Release
January 2017**

**The Fairy Tale Museum
Granikou Street, Old Nicosia, Cyprus**

Contact:

Vicky Balomenou, Director

Director

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For Immediate Release

THE FAIRYTALE MUSEUM ANNOUNCES ITS OPENING

First Museum of Its Kind Welcomes Visitors of All Ages Beginning 23 February 2017

Guests Young and Old Can Interactively Explore Tales, Peruse Rare Books and Experience Art Inspired by Fairy Tales and Folk Tales from All Over the World

Nicosia, Cyprus -- January 2017: The Fairy Tale Museum, the first museum of its kind, is delighted to announce it will open its doors at Granikou Street in historic Old Nicosia on 23 February 2017: at 19:00 on the 23rd Mr. Kostas Kadis, the Minister of Culture and Education of the Republic of Cyprus, will officially open the museum.

The Fairy Tale Museum will host storytelling events, special exhibitions, exhibits dedicated to writers and illustrators, and educational programs for children, families, and school groups – for anyone who loves the magical world of imaginative tales and storytelling.

The Museum is an expansion of [the Systemic Institute of Cyprus](#) – an educational centre for systemic applications and systemic family psychotherapy – and the brainchild of psychotherapist and child psychotherapist Vicky Balomenou. Ms. Balomenou has always been enchanted by fairy tales and folk tales, and she uses them in her practice in child, adult and couples therapy.

“After all this exposure to folk tales,” Ms. Balomenou said, “I thought, ‘why shouldn’t there be a museum for tales, since they play such an important role in our lives?’ I also thought such a museum could preserve and showcase the culture heritage of folk tales, which I believe this is truly necessary. I shared my vision with my husband, Photis Kakoyiannis, and he embraced the idea.”

Ms. Balomenou, exhibition designer Antigone Michaelides-Porter and a team of artists, carpenters, educators, graphic designers and painters have been working together since last year to create a space wherein the main elements of fairy tales and folk tales are expressed three-dimensionally in a variety of permutations. The team has taken the idea of a “magical library” and brought it to life.

The Museum provides a theoretical axis for the revolution of the main elements of tales, including the alteration of their time and scale and the universality of their characters, structures and themes. Visitors interact physically with exhibits to access information about fairy tales and folk tales: they turn gears, unlock doors and use fairy tale devices, such as “the bookmobile” and “the phonograph.”

“We want our visitors to become heroes of fairy tales,” said Ms. Michaelides-Porter. “We ask them to touch, act, listen, read and play and, through play, they learn by having fun. Our mission is to create a truly-interactive museum, one in which visitors become part of the exhibits, instead of just viewing them.”

About The Fairy Tale Museum

Founded in 2016 on Granikou Street in historic Old Nicosia, Cyprus, The Fairy Tale Museum hosts storytelling events, special exhibitions, exhibitions dedicated to writers and illustrators, and educational programs for children, families, school groups...anyone who loves the magical world of imaginative tales and storytelling can explore tales, peruse rare books and view art inspired by fairy tales and folk takes. The Museum is an expansion of [the Systemic Institute of Cyprus](#), an educational centre for systemic applications and systemic family psychotherapy, and the brainchild of psychotherapist and child psychotherapist Vicky Balomenou. Entrance fees are €5 per person and €3 for schools and organized groups. Children participating in afternoon workshops do not pay entrance fees. For more information, please visit The Fairy Tale Museum [Facebook page](#).

Atlas · Communications Proposal
Cyprus Green Party
January 2010

About Atlas

Atlas is a full-service communications consultancy specializing in content development, events, media placements + media relations, social media, speeches, and writing + editing. David A. Porter founded Atlas on 1 April 2009. From 1998 until 2008 he was a vice president at Porter, LeVay & Rose, Inc., an investor relations firm founded by his father, Michael J. Porter, in New York in 1973. He was a co-founder and the managing editor of a literary annual, *20 Pounds of Headlights*, published in 2004, and he is currently the editor at large for *Caught in the Carousel*, an online music magazine.

Current and former Atlas clients include:

- The Bank of Cyprus Cultural Foundation.
- CARDET, a non-profit research and development NGO devoted to next generation education projects throughout Europe.
- The Cyprus Ministry of the Interior Press + Information Office.
- Lemonaki, a children's bookstore in Nicosia.
- Polydorou Design, a magazine designer and publisher serving luxury Cyprus hoteliers.
- The 2010 Tour of Cyprus (at the behest of Podilatokinisi, the oldest and largest cycling association in the Republic of Cyprus).
- World Theatre Laboratory, a clothing design studio.

Mr. Porter was the copyeditor and initial proofreader for *Cyprus in World War II: Politics and Conflict in the Eastern Mediterranean* by historian Anastasia Yiangou, to be published by I.B. Taurus, London, in 2010.

Proposal Overview

Atlas would like to partner with the Cyprus Green Party as the Party's communications consultant, particularly regarding its English language activities. This includes all printed and online materials, including the Cyprus Green Party website, its Facebook page and its monthly newspaper, *ECOLOGOS*. We would also like to help the Party develop and implement its communications strategy.

Mr. Porter was a registered Green in California and will attend as many Cyprus Green Party events as possible.

Objectives

1. Improve and build the Cyprus Green Party's reputation and visibility in Cyprus via press releases, media placements and events.
2. Improve and maintain the Cyprus Green Party's presence on the Internet and on Facebook (in English).

3. Strengthen the Cyprus Green Party's relationship with the European Greens, and with other political and non-profit groups that support the same issues as the Party.
4. Help the Cyprus Green Party take a more active role in the improvement of the well-being of the people of Cyprus and the Eastern Mediterranean.
5. Improve communication of key messages and implement crisis management procedures.
6. Assist the Cyprus Green Party in reaching its goal of electing two members to the Cyprus Parliament by 2011.

Messaging

Atlas will help the Cyprus Green Party define and communicate its key messages, in order to convey the Party's platform – in clear, muscular English – to current and potential members, to voters, to the media and to the European Greens. We will help the Cyprus Green Party make all of its printed material in Greek available in English via certified translators.

Internet

Atlas will help the Cyprus Green Party make all of its content currently written in Greek available in English on the Party's website and on its Facebook page (this includes the Cyprus Young Greens website and Facebook page); we will also invite more people to the Cyprus Green Party Facebook page, and we will reach out via social media to a greater aggregate of potential visitors, in Cyprus and abroad, to the Cyprus Green Party website. We also want to help the Cyprus Green Party develop a YouTube page.

Currently, the Party's official positions are listed only in Greek on the website, and press releases are available in Greek only. We will also make certain that all printed English language Cyprus Green Party materials are available on the website. We want to embed social media tools (Digg, RSS, Delicious, etc.) in all press releases, articles and videos, for broader and more effective distribution.

In addition to translating, revising and posting English language articles and information on the Cyprus Green Party website and Facebook pages, we will also proofread and edit all English text.

We also believe the Cyprus Green Party blog spot is not being utilized sufficiently. We want to help prepare blog posts from upper level Cyprus Green Party members, and to embed social media tools in these posts, in order to use them more effectively. We envision these blog posts as white papers or position papers, which we believe should be disseminated when and where appropriate.

Finally, we want to revise the text currently posted on the Cyprus Green Party section of the European Greens website.

Fact Sheet + Press Kit

We will prepare a two-page Cyprus Green Party digital fact sheet, in English to include:

- Platform
- History
- Bios
- Calendar (updated on a monthly basis)

The fact sheet will be part of a PDF brochure, in English, that we will use as a press kit. In addition to the fact sheet the press kit will include:

- Media placements
- Most recent edition of *ECOLOGOS*.
- Posters or notices for recent events.

Media Placements

At the direction of the Cyprus Green Party, Atlas will seek media placements on behalf of the Cyprus Green Party, including articles, broadcast news coverage and interviews with senior party members.

ECOLOGOS

Atlas will edit and revise all English language articles, and will translate, edit and revise all Greek language articles for *ECOLOGOS*, in order to help the Cyprus Green Party produce a truly bilingual publication. We also want to consult with the party to create a PDF version of the newspaper, to help the party reduce its use of paper.

We want to expand the content available in *ECOLOGOS* to include arts and style articles. We are also interested in helping the Cyprus Green Party increase the circulation of *ECOLOGOS*, and in reaching out to more advertisers.

Clipping Service

Atlas will research multiple media outlets (*The New York Times*, *the BBC*, *The Economist*, *The Los Angeles Times*, *Al Jazeera*, etc.) in order to provide the Cyprus Green Party with articles and information pertinent to its platform and strategies.

Consulting + Strategy

Atlas will help the Cyprus Green Party develop a green business consultancy. We will also attend policy and strategy meetings in order to offer our assistance wherever necessary.

In the current environment, more than a year into the global economic downturn and within a few months of the COP15, we are convinced there has never been a better time for the Cyprus Green Party to pursue several crucial objectives (among others):

- Better mass transit.
- Creation of more green spaces and parks in urban areas.
- Preservation of the Akamas Peninsula and other wilderness areas (terrestrial and maritime).
- Recycling and anti-littering measures.
- Reduced emissions.
- Rights and safety of foreign workers.
- Traffic calming.

Fees

Our fee is €25 per hour, not to exceed 60 hours per month without prior approval by the Cyprus Green Party. We will provide detailed invoices (timesheets) to the Party on the 15th of each month, payable on the 30th of each month.

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