

**APRIL 6, 2009**

**[Midland]** – Did you miss them? . . . Tai Chi classes and a production of Shakespeare's "Twelfth Night." An art glass exhibit and an African drum and dance concert. "Dance Like a Diva" belly dance classes and an intimate dinner with artists Armin Mersmann and Valerie Allen.

These are just a few of the many one-of-a-kind programs, concerts, events and classes that have recently taken place in Midland. And there are more to come. You'll find them at the same place, now under a different name.

On the eve of celebrating its 15<sup>th</sup> anniversary, Midland's Creative Spirit Center has adopted a new name, a new look, a new energy – and a new website address. **Creative 360** is the new name. [Bcreative360.org](http://Bcreative360.org) is the new web site (beginning April 8). The new name and the circular forms of the logo (above) define the offerings at the building at 1517 Bayliss Street.

Adoption of the new name was a 12-month process stemming from a 3-year strategic plan approved in early 2008. The logo's circles and the use of *360* were selected to communicate Creative 360's many different forms of creativity, widely diverse program offerings, and accommodation of participants with a broad spectrum of interests, skills, and background. The tag line "Stage, Studios & Gallery," is added to clarify that Creative 360 is a place and to highlight its physical assets.

Creative 360's summer schedule, released today, offers an expanded program of summer art camps for youth aged 5 – 14; Hip-Hop for Adults (by popular demand); two outdoor performances of Shakespeare's "The Comedy of Errors"; and a free Community Conversation on the role of the arts and humanities in moving Michigan to a new era of prosperity. Details of the summer offerings are available online or by calling 989-837-1885.

Board member Jan Weaver chairs the organization's Marketing Committee and guided the process of change. She says, "Our public opinion surveys revealed that many people thought Creative Spirit Center was a 'new-age church' or a children's program; and that many others were unaware of us. We are a small non-profit organization without a big budget for advertising, so we want to be as clear and consistent as possible in our name, our materials, and our message." The Midland firm Bolger & Battle worked with the organization to develop the new name, the associated branding platform, and the new graphics that will represent the Creative 360 identity.

