

EVENT RECAP: CIRCLE OF SISTERS 2011

The Harlem School of the Arts (HSA) proudly participated in the **Circle of Sister 2011 Expo** at the Jacob Javits Center on Saturday, October 8th and Sunday, October 9th. Presented by WBSL-FM/WLIB-AM, the weekend featured workshops, panel discussions and seminars that promoted spiritual and physical wellness among women and families.



At Booth #753, HSA greeted guests directly in front of the Children's Pavilion area, which held exciting interactive entertainment for youth. Passing families were able to talk to HSA representatives, receiving available marketing materials: course catalogs, general registration and adult dance class postcards. Donation information was also on display to encourage additional support of HSA. Free giveaways included HSA-branded pencils, buttons, and healthy treats. Email addresses were also collected from visitors to the table to share information on future programming. Brand new merchandise was also on sale, HSA branded t-shirts and tote bags.

Class demonstrations in all four disciplines, Music, Dance, Theatre and Visual Arts were given through the two-day event in the Children's Pavilion. Janete Santana da Silva energized a group with Afro-Brazilian dance moves. Visual Arts Director, Byron McCray held an arts and crafts session. Don Eaton engaged young drummers with a Percussions Exploration lesson. HSA Theatre Director, Willie Teacher and Denise Hurd directed a course in Stage Combat and Theatre Adventures.

On Saturday afternoon, HSA President and CEO Yvette L. Campbell, was interviewed on-air by WBSL 107.5 radio personality Brian Carter. Ms. Campbell was able to promote HSA's exciting cultural programming and vital importance to the Harlem community as schools continue to eliminate essential arts education. Listeners were informed of the website address and the HSA booth number.

HSA staff members and volunteers donated time to share information about the institution with interested families. The HSA Visual Arts Prep students were present Saturday afternoon to fulfill their school service requirements. The teenagers were helpful in talking about their experience as students. They were also able to assist with inflating free balloons for children and covered the entire convention area to distribute registration postcards and inform attendees of our booth location. Department Directors were available to answer department-specific inquiries.

The presence of HSA, coupled with interactive demonstrations piqued the interest of many Expo attendees to join our HSA family. At the close of the weekend, HSA successfully distributed over 1,000 catalogues and collected over 300 email addresses to add to the mailing list.