



PASADENA
SHOWCASE
H O U S E
for the Arts

NEWS RELEASE

Garrett Collins
Public Relations & Marketing Chair
pr@pasadenashowcase.org
831.320.3930

pasadenashowcase.org

For immediate release.

PASADENA SHOWCASE HOUSE FOR THE ARTS NOW ACCEPTING APPLICATIONS FOR 2021/22 GIFTS & GRANTS

**ANNUAL GRANT AWARDS SUPPORT MUSIC EDUCATION,
SCHOLARSHIPS, CONCERTS, AND MUSIC THERAPY**

APPLICATIONS ARE DUE NOVEMBER 15, 2021

(September 17, 2021) Pasadena, California. Pasadena Showcase House for the Arts announced today the launch of its 2021/22 Gifts & Grants program. The cornerstone of the organization's philanthropic mission, each year Gifts & Grants distributes hundreds of thousands of dollars to local nonprofit organizations to support music and arts programs including underwriting community performances, academy and conservatory scholarships, music therapy, and music education. During the 2020/21 program year, the organization distributed \$250,000 despite not being able to host its major benefit, the Pasadena Showcase House of Design. To date, Pasadena Showcase has contributed more than \$23 million to local nonprofit organizations.

The application period is now open and closes on November 15, 2021; awardees will be advised in April of 2022. Applications are encouraged from qualifying nonprofit organizations and local schools whose programs are administered and conducted in Los Angeles County, with special consideration given to the greater Pasadena area. For more information and application guidelines, visit pasadenashowcase.org/gifts.

"We are thrilled to continue our decades-long mission of supporting local music and arts programs," said Undine Schwarz, chair of this year's Gifts & Grants Committee. "Nearly all nonprofit arts organizations were adversely affected by the pandemic over the last nineteen months. This funding is critical to ensuring these essential programs get back up and running as quickly as possible."

Funds for the Gifts & Grants program are derived from the organization's annual benefit, the Pasadena Showcase House of Design. The 2021 Showcase House was unable to take place during the pandemic, and instead, the organization hosted 'June Bloom,' an outdoor garden party with over 2,000 attendees and raising more than \$250,000 in one day. Planning is underway for the 2022 Showcase House and an announcement will be made later this fall.

Pasadena Showcase House for the Arts, an all-volunteer, nonprofit organization, has been supporting local music and arts programs since 1948. With the hard work and dedication of its 200+ members, the organization raises funds from its major benefit, the Pasadena Showcase House of Design—one of the oldest, largest, and most successful house and garden tours in the country. Throughout its history, Pasadena Showcase has given more than \$23 million to nonprofit organizations, particularly through its **Gifts & Grants** program, in support of music education, scholarships, concerts, and music therapy, while continuing to support the LA Phil and its learning programs for which the organization was first founded. Pasadena Showcase also nurtures the study and appreciation of music among young people with its three annual music programs: the **Music Mobile™**, which has introduced orchestral instruments to more than 125,000 third grade students; the **Instrumental Competition**, which has awarded more than \$650,000 in monetary prizes for exceptionally talented young musicians; and the **Youth Concert**, which has brought nearly 250,000 fourth graders to Walt Disney Concert Hall for exuberant performances presented by the LA Phil. For more information and photos, please visit pasadenashowcase.org.

###