



FOR IMMEDIATE RELEASE

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HYPE Adopts the Visual Arts Center of Richmond

Richmond, VA - HYPE (Helping Young Professionals Engage), the young professional program of the Greater Richmond Chamber, has selected The Visual Arts Center of Richmond as the first cause for its new "Adopt an Organization" initiative.

The HYPE Adopt an Organization initiative is a year-long program that will give young professionals the opportunity to gain a deeper level of volunteer engagement in non-profit and charity organizations in the Greater Richmond community. For the upcoming 2010-2011 program year, HYPE is committed to helping the Visual Arts Center of Richmond by contributing young professional volunteers to assist with:

- Events and on-going programs
- Marketing and promotion of their events to a larger audience
- Social media support

The HYPE Community Outreach Team will manage the process and relationships associated with the Adopt an Organization initiative. These volunteers will work closely with The Visual Arts Center of Richmond to set and meet measurable goals and support HYPE's young professional network with their civic interests. The team chose to work with the Visual Arts Center for the inaugural year of the Adopt an Organization initiative based on the organization's newly developed Creativity in the Workplace curriculum, their focus on workforce and early childhood development, and feedback received from HYPE Subscribers.

About the Visual Arts Center of Richmond:

The Visual Arts Center of Richmond engages the community in the creative process through the visual arts. Through a broad range of studio classes and workshops, it serves approximately 5,000 adults and children each year. The Center provides opportunities for people to express themselves through clay, wood, fiber, painting, photography, printmaking, glass, metal, drawing, writing and the decorative arts. It also offers five exhibitions annually, with work by emerging and established artists and a focus on innovative materials and processes. The Center is located in the Fan District of Richmond, Virginia.

About HYPE:

HYPE (Helping Young Professionals Engage) is a program of the Greater Richmond Chamber and serves as a resource to the Richmond Region by attracting, developing and retaining young, talented leaders who will shape the future of our community.

About the Chamber:

Since 1867, the Greater Richmond Chamber (www.GRCC.com) has taken the lead to enhance and institute change in the Richmond Region, making the region an ideal location for businesses to prosper. The Chamber, a not-for-profit business membership association with more than 1650 members and a professional staff of 30, is a catalyst for business development and the voice of business in Greater Richmond.

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