

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

The Power of the Arts award: Application phase now starting

- The application phase for the award *The Power of the Arts* begins on 15 May
- Eligibility is open to non-profit organizations and initiatives that promote cultural understanding through art, music, theater, dance, and applied arts
- The prize money of 200,000 euros will go to support ten projects
- The application phase ends on 15 July

Gräfelfing, 14 May 2020 - Starting tomorrow, organizations and initiatives involved in art and culture can apply for the award *The Power of the Arts* as one of the highest endowed awards in the field of art and culture in Germany now enters its fourth round. In 2020, *The Power of the Arts* will again be providing support to concepts and projects that promote inclusion and integration through art and culture.

In these times of crisis, art and culture are more important than ever to the fabric of society. They create space for understanding about how we can co-exist. At the same time, across all its fields, the cultural sector is one of the hardest hit by the Corona Pandemic. *The Power of the Arts* is responding to this situation by adapting to the needs of our times: Instead of distributing 200,000 euros in total prize money among four prize winners as was done in the past, ten projects will be receiving 20,000 euros each this year.

Eligibility is open to all non-profit institutions and initiatives in Germany that use projects in cultural education, art, and culture to promote the inclusion of all people in diverse social life, regardless of their structural, social, and cultural background.

The application period will end on 15 July. Concepts and projects implemented in the period from January 2021 to December 2022 will be taken into consideration. However, an earlier project start is also possible.

Awardees will be chosen by an independent jury of prominent figures from the world of culture. Participating in the jury at *The Power of the Arts*: Dr. Hans-Jörg Clement (Director of Culture, Konrad Adenauer Foundation), Samy Deluxe (rapper), Alexandra Georgieva (Director of Ballet, Friedrichstadt-Palast Berlin), Kübra Gümüşay (publicist and activist), Lamya Kaddor (author), Diana Kinnert (politician and entrepreneur), and Maryam Zaree (actor).

The jury will meet in Berlin in September, after which the awardees will be announced.

The award winners will be honored in Berlin in January 2021.

Applications can be submitted directly via the website www.thepowerofthearts.de

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About *The Power of the Arts*: *The Power of the Arts* is an initiative by Philip Morris GmbH in cooperation with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband, Netzwerk Junge Ohren e.V., and BOROS. The award program is carried out annually, thus continuing the long tradition of social and cultural engagement at Philip Morris GmbH. With a total of 200,000 euros in prize money, *The Power of the Arts* is one of the highest endowed awards in the field of art and culture in Germany.

Overall social engagement in the Corona Crisis: More than 1.6 million euros in Germany

The Power of the Arts is one part of Philip Morris GmbH's many years of commitment to society as a whole, providing support for social projects in education, domestic violence, and assistance for the physically and socially disadvantaged.

In order to live up to the company's responsibility as a member of society even in times of the Corona Crisis, Philip Morris is supporting social projects at the national and local levels that operate in medical infrastructure, assistance for people in need, and economic stabilization of local small businesses. Aid in the form of safety equipment and financial donations as well as the personal engagement being put forward by colleagues will arrive in places now being confronted with special challenges. To that end, Philip Morris is currently providing more than 1.6 million euros for acute relief measures in Germany.

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You can find further information at www.thepowerofthearts.de