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For Immediate Release

Orange County Register Communications and Arts Orange County to raise awareness of local arts scene with new OCRegister.com webpage and e-newsletters

SANTA ANA, CALIF. — Oct. 20, 2010 — What started as a spark of inspiration to support Orange County's diverse art scene has blossomed into a partnership to enhance the arts experience for hundreds of thousands of Orange County residents.

Today, Orange County Register Communications (OCRC) and Arts Orange County (ArtsOC) announce a partnership that will leverage SparkOC.com, a website developed by the Orange County Community Foundation and Arts OC with funding from the James Irvine Foundation, that showcases arts-related activities and cultural events, and share this information with OCRegister.com readers via a new arts webpage and co-branded e-mail newsletter. The new webpage is now available at OCRegister.com/SparkOC and the first newsletter will be distributed on Oct. 27.

"Our research shows that entertainment listings and 'things to do' rank among the top three topics of interest in our community," said Ken Brusica, Register editor and senior vice president at Orange County Register Communications. "This partnership will provide our readers with the most current and reliable information available as well as enhancing our overall coverage of the arts."

As part of the partnership, SparkOC.com will contribute content for inclusion onto OCRegister.com/SparkOC, including previews and listings for music, theater, dance and visual arts events. The co-branded weekly e-mail newsletter will contain content from both SparkOC.com and OCRegister.com.

Current ArtsOC and OCRC email newsletter recipients can opt-in to the new newsletter called OC ARTS. Register readers and arts enthusiasts can sign up for the e-newsletter at either the newspaper or SparkOC.com websites. Both groups will share incremental ad revenue generated by website and newsletter.

"We know people in our community are passionate about Orange County's world-class arts scene, and the increased information will help them to be more aware of the many arts opportunities that exist here," added Brusica.

“OCRegister.com is the ideal partner to expand SparkOC.com to a wider audience and get people excited about experiencing an undiscovered arts venue or to try something new,” said Richard Stein, executive director at Arts Orange County. “The new website and e-mail newsletter will help further our mission to make the arts more accessible and easier to experience in Orange County.”

Shared promotions may include ticket giveaways through the new web page, co-branded e-newsletter and [Register Insider](#), the Register’s subscriber rewards program.

About Orange County Register Communications, Inc.

Orange County Register Communications, Inc. of Santa Ana, Calif. is part of Freedom Communications, Inc. and is publisher of The Orange County Register, a three-time, Pulitzer Prize-winning newspaper and the area's most trusted source of news and information since 1905. The company also publishes OCRegister.com, OCExcelsior.com, OrangeCounty.com, 23 community newspapers, and Spanish-language Excelsior. Magazines include Coast, Coast kids, OrangeCounty.com magazine and several publications supporting the performing arts. Orange County Register Communications also offers a full spectrum of custom printing services, insert and direct mail advertising vehicles. For more information, visit www.ocregister.com/aboutus.

About Arts Orange County

Arts Orange County (ArtsOC) is the leader in building appreciation, participation and support for the arts and arts education throughout Orange County. ArtsOC operates Orange County’s comprehensive online arts resource, SparkOC.com, produces the annual Imagination Celebration, Orange County Arts Awards and Free Nights of Theatre, Dance, Music and Art. ArtsOC’s Creative Edge program spotlights the accomplishments, challenges and opportunities of arts education, including the coordination of local arts education alliances in 11 Orange County school districts. An independent nonprofit organization, ArtsOC is also the officially designated local arts agency of the County of Orange and state-local partner of the California Arts Council. For more information, visit www.artsoc.org.

Related links:

Orange County Community Foundation: www.oc-cf.org

The James Irvine Foundation: www.irvine.org

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