

FOR IMMEDIATE RELEASE

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NORWALK, CT (October 15, 2014) The Cultural Alliance of Fairfield County and Fairfield University have collaborated to present a dynamic symposium on October 20th at the Charles F. Dolan School of Business, on a topic of vital concern to educators, businesses, and arts and cultural leaders: *The Arts, Creativity and the 21st Century Workforce*.



This symposium, on why creativity is essential for business success in the 21st century, is the culmination of a series of community conversations the Cultural Alliance of Fairfield County has coordinated throughout the County, as part of the Connecticut @ Work initiative, a year-long conversation about the past, present and future of work life in Connecticut organized by Connecticut Humanities. (Visit this link for more information about the 3 previous conversations held at University of Bridgeport, Comradity Workspace, and Sacred Heart University: <http://www.creativity.culturalalliancefc.org/>)



Fellow Sacred Heart University faculty members listen to Professor Ana Micu's presentation about the importance of creative and innovative skills for the 21st century workplace at the October 8th Creative & Innovative Thinking: From the Classroom to the Boardroom conversation, part of the Cultural Alliance of Fairfield County's "Creativity in the Workplace" series of community conversations.

The final symposium occurs on October 20th at the Dolan School of Business, and features lead presenter Randy Cohen, Vice President of Research and Policy at Americans for the Arts. Cohen is a noted expert on the role of the arts in addressing community development issues. Mr. Cohen will discuss *Ready to Innovate*, and other reports developed by American for the Arts, emphasizing the creative readiness of the US Workforce.

In addition, there will be a panel of distinguished individuals to foster a dynamic dialogue among panelist and attendees. The panelist will include: Kip Bergstrom, Deputy Commissioner,

Connecticut Department of Economic and Community Affairs, Chris Bruhl, President & CEO of the Business Council of Fairfield County, Jill Saverine, Vice President of Human Resources at priceline.com and James Simon, Dean of the College of Arts and Sciences at Fairfield University. The panel will be moderated by Jeanine Esposito, founder of spark!Innovation and Beechwood Art & Innovation.

Come discover how the arts and humanities can partner with business and education to bridge the innovation gap. Admission is free but is by RSVP only. Email your request to: david@culturalalliancefc.org. The event will be held at Fairfield University, Charles F. Dolan School of Business, 1073 North Benson Road, Fairfield.

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