



Contact: Steve Gehlen
Telephone: 503.819.6219
Email: steve.gehlen@oregoncreative.org

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ARTS EDUCATION GETS A MUCH NEEDED BOOST AT REVIVED
PORTLAND CREATIVE CONFERENCE
Creative Industries Professionals to Gather on September 12th

Portland, Ore. (August 24, 2009) – After a successful re-launch in 2008, the Portland Creative Conference (cre8con.com) is back to inspire, educate and network professionals across a variety of Creative Industries once again. The event, which takes place September 12, 2009 from 10am-5pm at the Newmark Theater in the Portland Center for Performing Arts and costs only \$99 per person, not only serves to give the audience a peek inside the creative process of the presenters but to benefit *Keeping the Beat*, a nonprofit that supports K-12 arts education in Oregon.

“Re-Launching the Portland Creative Conference in 2008 as a nonprofit fiscally sponsored project of Keeping the Beat was a win-win situation for the regional creative economy and for arts education,” said Steve Gehlen, chairman of the Portland Creative Conference and founder of Keeping the Beat. “The first-year results exceeded our expectations due to the outpouring of support received from sponsors, individual donors, volunteers and attendees. That allowed us to distribute funds from proceeds to two different arts education programs in the region.”

(Continued)



After a day of motivation from some of the most influential creatives in a cross section of disciplines, participants are invited to attend the “Wrap Party”, a networking event after the conference, at 5pm.

Speakers include:

- Co-founder, president and creative director of Wieden+Kennedy, Dan Wieden
- Television writer/producer (most notably for the Simpsons), Bill Oakley
- Rock poster artist, Emek whose work has been commissioned by folks like Neil Young and the Beastie Boys
- Novelist, screenwriter and former pitcher for the Texas Rangers, Larry Brooks
- Designer and MTV documentary Director/ Producer, Jen Jako
- Creative Marketing Director at Leopold Ketel & Partners and PAF president, Jerry Ketel

The Conference will be emceed by KUFO’s Rick Emerson and conference attendees will be entertained by international improvisation troupe and consultancy group, *On Your Feet*.

The event is being produced by Oregon Creative Industries, a trade association in the formative stages of development, whose mission is to sustain and grow Oregon’s creative economy.

About Keeping the Beat

Keeping the Beat is an Oregon-based nonprofit 501(c)(3) public charity dedicated to supporting K-12 arts education with a focus on music programs in Oregon. For more information, visit <http://www.keepingthebeat.org>

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