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LIVESTRONG® To Replicate The Creative Center at University Settlement's Hospital Artist-in-Residence Program

NEW YORK, NY – Jan. 23, 2012 – The Creative Center at University Settlement (TCC) is pleased to announce that its Hospital Artist-in-Residence program has once again been chosen by LIVESTRONG®, the foundation started by champion cyclist and cancer survivor Lance Armstrong, as a Model Program for the Community Impact Project. TCC is one of only four evidence-based programs selected for replication as part of the Project.

As part of the Project, 20 new hospitals or cancer centers interested in learning and facilitating TCC’s Hospital Artist-in-Residence Program will receive full training from TCC and funding to begin their programs. LIVESTRONG is accepting applications now through February 10, 2012.

TCC has been a LIVESTRONG Community Partner since 2003 and first received the Model Program designation in 2010. Through LIVESTRONG funding, TCC has already been replicated in communities across the country to great success.

“We are thrilled to be included once again in the Community Impact Project,” stated Robin Glazer, Director of The Creative Center at University Settlement. “To receive national recognition and support from LIVESTRONG, the most important voice for patient support, is truly an honor and we look forward to training even more healthcare professionals on the role of the creative process as a survivorship tool for people in treatment for cancer.”

Selected as a “best practice” model by the National Endowment for the Arts, TCC’s Artists-in-Residence program works bedside and in small group settings with men, women and children in oncology units, bone marrow transplant units, intensive care/respiratory units, hospice and palliative care programs and pediatrics, offering their patients the opportunity to learn about and become absorbed in their own creative resources as they meet the challenges of diagnosis, treatment and survivorship.
TCC provides an excellent opportunity for hospitals to provide psychosocial care to their patients through a program that has proven to lessen people’s anxiety, fears, isolation and boredom during treatment. As one program participant stated in a recent survey, “I never knew conversation and water colors could completely change the way I view my cancer treatment. Thank you for making something so terrible turn into something beautiful.”

ABOUT THE LIVESTRONG 2012 COMMUNITY IMPACT PROJECT

The 2012 Community Impact Project will offer nearly $1.4 million in implementation awards to 90 selected applicants including hospitals, cancer centers, university organizations and community-based organizations. The awards will fund the replication of four programs selected for their proven ability to provide necessary programming and support to those affected by cancer. This represents the largest number of financial awards LIVESTRONG has granted in a single year in the history of the foundation. LIVESTRONG is the brand of the Lance Armstrong Foundation, created in 1997 by the cancer survivor and champion cyclist to serve people living with cancer and empower communities to take action.

ABOUT LIVESTRONG/THE LANCE ARMSTRONG FOUNDATION

LIVESTRONG serves people affected by cancer and empowers them to take action against the world's leading cause of death. Created as the Lance Armstrong Foundation in 1997 by cancer survivor and champion cyclist Lance Armstrong, the organization is now known publicly by its powerful brand -- LIVESTRONG -- and is a leader in the global movement on behalf of 28 million people around the world living with cancer today. Originating with the iconic yellow wristband, LIVESTRONG has become a symbol of hope and inspiration to people affected by cancer around the world. Since its inception, the organization has raised $450 million for the fight against cancer. For more information, visit LIVESTRONG.org.

ABOUT THE CREATIVE CENTER AT UNIVERSITY SETTLEMENT

Founded in 1994 on the belief that “medicine cures the body but art heals the spirit,” The Creative Center began as a series of free art workshops for women with cancer. 18 years later, with immeasurable recognition in the field of arts in healthcare and the nonprofit sector, The Creative Center is proud to have Hospital Artist-in-Residence programs in more than 20 healthcare sites around the New York metropolitan area, free-of-charge art workshops every day of the week, an online gallery representing professional artists living with illness, and a training program bringing The Creative Center’s proven approach to arts in healthcare around the country. In 2011, The Creative Center became a program of University Settlement, a 125-year-old social service agency, and has begun to expand into the growing field of "creative aging". For more information, visit www.thecreativecenter.org.

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