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**EAST VALLEY NON-PROFIT ART AND CULTURAL ORGANIZATION FORMED.  
HAS LOFTY GOALS.**

Apache Junction, ARIZ – In early 2006 the *Superstition Area Cultural Alliance* (SACA) was formed with the vision to create a vibrant organization that serves as a cultural hub to organize, promote and advocate culture in the Superstition Mountain region in the far East Valley. SACA defines this area to include Mesa, Gilbert, Apache Junction, Gold Canyon, Queen Creek, Superior, Globe/Miami and Florence. SACA's goal is to be the umbrella organization for everything having to do with arts and culture in the East Valley...to assist other local art and cultural organizations thrive while helping individual artists network with each other as well as the community in general.

The first project SACA wants to take on is to build a robust and comprehensive website with integrated online directory. "The member directory will be a wonderful tool for artists to network with one another while allowing the public a place to find talent in which they may be interested," said Sharon Stinard, SACA President and founding board member. "Many artists struggle because they have little knowledge of marketing, often they don't have websites. The SACA member directory will give artists a venue in which they'll be able to create an online portfolio of their work, their experience, etc. without the expense of having to build a website on their own, or even the need to promote it," said Mike Shubic, SACA board member in charge of marketing.

SACA's objective is to make the member directory easy and seamless for both the artists as well as SACA administrators by having the system nearly fully automated. Artists will be able to build their own individual portfolio/information page (a micro website if you will) and make changes by logging on to their account at their leisure, all while eliminating the need for a full time webmaster. This level of interactive sophistication does not come cheap however and therefore SACA is hoping for some philanthropic donations from the community. They've put together a corporate

sponsorship package while also talking with local municipalities to see what kind of support can be drum up.

Artists, musicians and performers are encouraged to e-mail SACA with their contact information so that they may be notified of the membership directory status once completed. The profile listing is expected to be a nominal \$35 for the first year, with a discount for multiple category listings for those artists who have a cross section of disciplines.

There is an abundance of artistic talent in the East Valley Superstition Mountain community. It is SACA's goal to help promote this fact. Supporters of art and culture are asked to contact SACA with any thoughts, suggestions and donations of any amount. SACA may be reached by e-mail at:

[Info@SuperstitionAreaCulturalAlliance.com](mailto:Info@SuperstitionAreaCulturalAlliance.com) or by calling 480-671-4746. You may also visit SACA at [www.SuperstitionAreaCulturalAlliance.com](http://www.SuperstitionAreaCulturalAlliance.com) for more information or to make a credit card or PayPal donation.

**About Superstition Area Cultural Alliance (SACA):** While SACA was initially formed more than a year ago, it's now just starting to ramp up with the recent approval of their 501c non-profit status, as well as forming the diverse and committed board of directors, consisting of nine members in all; they include famed painter Joel Coplin, internationally known music composer Eugene Anderson, Sharon Stinard of Central Arizona College, Edith Krueger-Nye with the AJ Society for the Arts, Scott Taylor of DST Creative, Gold Canyon Art Council's President, LeLand Wilson, Tess Nesser with the Pinal County Attorney's office, Jim Nelson of SRP and marketing veteran, Mike Shubic. [www.SuperstitionAreaCulturalAlliance.Org](http://www.SuperstitionAreaCulturalAlliance.Org).

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