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LA PLAZA EASTSIDE ARTS INITIATIVE CONTINUES EMERGENCY RELIEF FUND SUPPORTING ARTISTS AND THEIR WORK DURING COVID19 PANDEMIC

Artists also Invited to Showcase Work through “Show Your Creativity” Video

LOS ANGELES (April 26, 2021) – The LA Plaza de Cultura y Artes (LA Plaza) Eastside Arts Initiative (EAI) today announced that it will continue its ARTIST RELIEF FUND. The fund totals \$100,000 this cycle for artist emergency relief and creative project relief grants to support individual artists serving or residing in Eastern and South Eastern Los Angeles County who have been financially impacted by the COVID19 pandemic. Applications will be accepted through May 30, 5PM at www.eastsideartsinitiative.org.

In an effort to help sustain the arts community and to preserve the rich cultural arts ecology of the Eastern and South Eastern LA County region, LA Plaza EAI artist relief grants will be awarded to individual practicing artists experiencing hardship related to loss of creative work during the pandemic. Grants will be prioritized by need and eligibility. Artists of all disciplines, including creative crafts and other artistic occupations, may apply for one of two unrestricted one-time grant categories:

- \$1,000 grant for financial emergencies due to the pandemic; [OR]
- Up to \$5,000 grant to help complete creative project halted during the pandemic due to financial restraints.

Applicants are also **invited** to submit a “Show Your Creativity” video along with the grant application to document how they are keeping their artistic spirit alive during the pandemic. Selected videos will be featured on *En Casa Con La Plaza*, LA Plaza’s virtual programming sessions. Video submission is strictly optional and NOT required to qualify for a relief grant. However, videos are helpful in showcasing artists’ creative work to EAI grants review committee.

During the past two funding cycles, LA Plaza EAI provided \$95,000 in grant funding to support artists in need of financial assistance during the pandemic.

Dancer and theater artist Marissa Herrera said, “There are no words to express my gratitude during one, if not the most, difficult times of my life and career.” Marissa received an EAI emergency relief grant during the previous granting cycle.

LA PLAZA EASTSIDE ARTS INITIATIVE ARTIST RELIEF FUND, 2-2-2-2

“My EAI artist relief grant came at a very hard time when I needed emergency financial help during this pandemic, and I am most grateful,” said musician and multi-disciplinary artist Jonathan Perez. “I also appreciated seeing my video featured on *En Casa Con LA Plaza* along with the other videos featuring the creative work of my fellow artists.” Jonathan received an EAI emergency relief grant during the previous granting cycle.

Information from previous applications indicate a strong need not only for personal emergency financial assistance, but, also a strong need for funding to complete unfinished creative projects due to financial loss during the pandemic. Applications received span from filmmakers to comedians, theatre technicians, musicians, writers and others in various arts disciplines and occupations.

“The EAI is glad to continue supporting our local artists in need of financial assistance during these distressing times,” said Lupe Arriola, EAI Chair and LA Plaza board member.

For more information about the LA Plaza EAI artist relief grant guidelines and application, please visit www.eastsideartsinitiative.org.

LA Plaza de Cultura y Artes Eastside Arts Initiative was established in 2015 to help support local artists and arts organizations serving Eastern LA County. Since its establishment, the EAI has awarded \$960,000 in grant funding to a wide range of artistic endeavors in the Greater Eastern LA County and Southeast region.

Opened in 2011, LA Plaza de Cultura y Artes is a Los Angeles County museum and Smithsonian Institute affiliate that celebrates the past and inspires the future by sharing the untold stories about the history, art and culture of Mexicans, Mexican Americans, and all Latinos in the founding and continuing evolution of Southern California through compelling and culturally enriching exhibitions, educational initiatives, and public programs. For more information, please visit www.lapca.org.

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