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Wisconsin Arts Board Secures New Funding for Creative Aging

FOR IMMEDIATE RELEASE

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The Wisconsin Arts Board (WAB) recently secured new funding from a national grant program to advance creative aging programs for older adults in Wisconsin.

Recognizing that older adults have many contributions to make within their communities, but that they often face ageism, isolation and have been disproportionately affected by COVID-19, WAB sought funding from the [Leveraging State Investments in Creative Aging](#) program, a joint initiative of the National Assembly of State Arts Agencies (NASAA) and Aroha Philanthropies. Through that application, WAB secured \$23,000 for "*Wisconsin Tele-Stories.*" Led by project partner TimeSlips, a Milwaukee based international leader in creative aging work, *WI Tele-Stories* supports the creative engagement of under-connected older adults by teaching artists over a two month period via telephone calls that are framed by what TimeSlips calls a "Beautiful Question" with no right or wrong answers. Piloted in partnership with the Aging and Disability Resource Centers of Brown County and of Central Wisconsin, the Hmong American Center, and the many amazing arts organizations within those counties,* the project will culminate in a virtual showcase of the co-created art work in summer, 2021.

"NASAA is proud to have Wisconsin in our creative aging cohort," said Pam Breaux, NASAA President and CEO. "This grant will help to grow opportunities for creative aging in Wisconsin over time, facilitating lifelong learning, joy, social engagement and improved well-being for older adults."

"Aroha Philanthropies is proud to partner with NASAA to support creative aging through our state and jurisdictional arts agencies," said Ellen Michelson, founder and president of the foundation. "This initiative marks an important step toward broadened awareness, adoption and funding of creative aging programs across the country."

The Wisconsin Arts Board is one of 36 state arts agencies receiving awards from NASAA. For information about creative aging activities taking place in Wisconsin, and in the state's investment in its creative sector through the Wisconsin Arts Board, contact [Karen Goeschko](#). For more information about NASAA's Leveraging State Investments in Creative Aging initiative, click [here](#). For information about TimeSlips, click [here](#).

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