

THE POWER OF THE ARTS

TRANSFORMING SOCIETY

PRESS RELEASE

Now is the time: *The Power of the Arts* supports art and culture projects in the corona crisis with 200,000 euros.

- The *Power of the Arts* is entering its fourth round in 2020
- In order to account for the current crisis situation, the award will be given to ten projects this year instead of four
- Those interested in applying can register now for the application process which starts in May

Gräfelfing, 21 April 2020 - In these times of crisis, it is especially important to promote culture and art and assume even more social responsibility. That is why *The Power of the Arts*, an award initiated by Philip Morris in 2016, will be supporting ten projects this year that promote cultural understanding via art, music, theater, dance, and the applied arts.

The *Power of the Arts* in the context of the Corona Pandemic

In light of the corona pandemic and the restrictions it has imposed, the continued existence of many cultural organizations and artists is acutely threatened. It is especially smaller and lesser-known yet no less committed and meaningful projects that are being hit very hard by this crisis. That's why *The Power of the Arts* has adapted its approach to reflect the current challenges without changing the essence of the award. A total of 200,000 euros in funding will be distributed among ten projects, instead of the usual four, in order to help even more creative artists in their important work. Furthermore, applications can now be submitted for projects that are already in progress and not only for future projects.

We believe in *The Power of the Arts*

*"We've made a conscious decision to combine the promotion of culture with the social issue of integration and inclusion. In the context of the current social disruption caused by the Corona Pandemic, it is now truer than ever that: Art can bring people together and find a common language. That is why, in addition to our increased engagement in civil society, *The Power of the Arts* is playing a very special role for us this year,"* says Elfriede Buben, Head of Corporate Social Responsibility at Philip Morris Germany.

Those interested in applying can do so starting on 15 May 2020, and can also register now for more information at www.thepowerofthearts.de

About *The Power of the Arts*: The *Power of the Arts* is an initiative by Philip Morris GmbH in cooperation with the International Giving Foundation of the Deutsches Stiftungszentrum im Stifterverband, Netzwerk Junge Ohren e.V., and BOROS. The award is carried out annually, thus continuing the long tradition of social and cultural engagement at Philip Morris GmbH. With a total of 200,000 euros in prize money, The *Power of the Arts* is one of the highest endowed awards in the field of art and culture in Germany.

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Applying for *The Power of the Arts* is open to all non-profit institutions and initiatives in Germany that use culture to promote social and cultural equality as well as understanding among all people to break down structural, social, and cultural barriers. An independent jury will select ten awardees. The jury members include: Maryam Zaree (actor), Diana Kinnert (politician and entrepreneur), Lamya Kaddor (author), and Kübra Gümüşay (publicist and activist).

Overall social engagement in the Corona Crisis: More than 1.6 million euros in Germany

The Power of the Arts is one part of Philip Morris GmbH's many years of commitment to society as a whole, providing support for social projects in education, domestic violence, and assistance for the physically and socially disadvantaged.

In order to live up to the company's responsibility as a member of society even in times of the Corona Crisis, Philip Morris is supporting social projects at the national and local levels that operate in medical infrastructure, assistance for people in need, and economic stabilization of local small businesses. Aid in the form of safety equipment and financial donations as well as the personal engagement being put forward by colleagues will arrive in places now being confronted with special challenges. To that end, Philip Morris is currently providing more than 1.6 million euros for acute relief measures in Germany.

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