



Key Messages & Social Media Suggestions

Suggested Headlines for Newsletters, Websites, etc.

- Join #352Creates on March 24-25 and create a healthy community.
- Promoting health and a thriving community through creativity.
- Take a moment, be creative, feel good.

Key Messages

Please feel free to use any of the language below when sharing information about 352Creates with your audiences.

- 352Creates invites everyone to join a day of participatory art-making on March 24 and 25 throughout the 352 area code in Gainesville and North Central Florida. The community-wide celebration is designed to demonstrate that creativity can be fun for everyone — and it can make our community stronger and healthier.
- 352Creates will offer citizens free, “pop-up” style art activities that promote health and community engagement in unexpected ways and places.
- **Create in Place** on Friday March 24: in the workplace, at school and at your business. We’re seeking local cultural groups, artists, community agencies, businesses and individuals to encourage creativity at home and in the workplace. Co-workers, students and neighbors can get together and enjoy a hands-on creative project. You don’t have to be an artist to have fun making art!
- **Create in Community** on Saturday March 25: get involved in family events at locations throughout the area. We’re looking for individuals or groups to host free creative activities that are open to the public, regardless of creative experience or skill. In Gainesville, Depot Park is provided as the venue on March 25th from 10am-2pm. Interested individuals/organizations should contact 352Creates to reserve a spot!
- All activities must be free and open to the public to become part of the 352Creates community experience. All events will be advertised and added to the interactive map and calendar at 352Creates.com.
- Presenting partners Include: University of Florida Health, UF Health Shands Arts in Medicine, Arts in Medicine Programs at UF and the City of Gainesville.
- At University of Florida Health Shands hospitals, artists-in-residence with the Arts in Medicine program provide patients, their loved ones and care providers with creative activities that promote healing. They transform the hospital experience with visual, literary and performing arts and connect with the UF Center for the Arts in Medicine on clinical studies to understand the effect of creativity on health, wellbeing and quality of life.
- For information on how to host a creative event or to view the event calendar, visit www.352Creates.com and find 352Creates on Facebook, Twitter and Instagram. All events planned for March 24 and 25 will be promoted online with the hashtag #352Creates.

Quotes

Are you writing an article about 352Creates for your website, publication or other platform? Feel free to include any of the approved quotes below.

- **Thomas A. Pearson, M.D., Ph.D., UF Health executive vice president for research and education**
 - “We welcome opportunities to engage our communities in health-promoting activities that improve quality of life. 352Creates allows us to work with local partners to bring healing, interactive arts to people throughout north central Florida. We’re building on last year’s success to show that everyone can participate and have fun for their health.”
- **Tina Mullen, UF Health Shands Arts in Medicine director**
 - “At UF Health, we see the power of spontaneous and unexpected creativity every day as artists engage all kinds of people whose lives have been interrupted by injury or illness. What we witness is that everyone’s inherent capacity to create is the single most powerful tool we have to restore our own sense of well-being.”
- **Jill Sonke, director of the UF Center for the Arts in Medicine**
 - “352Creates is an opportunity for everyone in the 352 area code to let their creativity shine, and to help make our community healthier. Research shows that participating in creative activities not only makes us healthier, but it can even help us live longer. This event is about everyone joining in, sharing their own creativity in their own way, at home, at work, or in the community. 352Creates is for everyone. It’s designed to showcase and celebrate the incredible creativity in our community and at the same time to build a more vibrant, thriving community for everyone.”
- **UF College for the Arts/Lucinda Lavelli, dean, UF College of the Arts**
 - “352Creates is a wonderful day that helps remind us of our uniquely human quality – creativity. This special event allows people from across the community to be engaged with the arts, and it gives them the opportunity to tap into their creative side. We encourage everyone across the 352 area code to join us for this community-wide day of creating.”
- **UF President Kent Fuchs**
 - “What I love and admire about 352Creates is how it seeks to inspire people to enjoy, appreciate and become a part of making art, whatever their background or profession,” said UF President Kent Fuchs. “This is a great way of encouraging everyone to learn about and become involved in the arts, helping to ensure that our university community continues to blossom as a place with rich and diverse educational and cultural opportunities.”
- **Russell Etling, City of Gainesville Division of Cultural Affairs manager**
 - “At its core, the mission of 352Creates mirrors the mission of the City of Gainesville’s Parks, Recreation and Cultural Affairs Department... to make Gainesville a great place to live, work and play. Beyond what it will accomplish for our long-term health, the 352Creates initiative will also realize a number of the key aims of the 352ArtsRoadmap, a cultural plan for Gainesville and Alachua County which was developed with the input of 3,200 citizens. These aims include using the arts to: engage and inspire; bridge and connect communities and residents; and create spaces throughout the region for cultural activity. The City is thrilled to be a part of this important effort.”

Social Media Suggestions

- Use the hashtag #352Creates
- Use the buzzwords: “Imagine. Make. Play. Thrive.”
- Share photos and videos leading up to March 24 and 25 and throughout the day
- Download the 352Creates logo found in the resources section of www.352creates.com and use them on your social media platforms
- Share the 352Creates Facebook Page (www.facebook.com/352Creates)
- Plan ahead! Outline a series of social media posts in advance of March 24 and 25 to promote 352Creates in general and your event specifically

Sample Social Media Posts

- Make art, be healthy: Join us at [location of your event] on March 24 and 25 from [times here] as we [details of your activity]. #352Creates
- Join #352Creates on March 24-25
- Get creative with #352Creates on March 24-25! Find us at [details on your location, event and time here].
- #352Creates celebrates the creativity in everyone
- Free art-making for your health #352Creates