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New Statewide Campaign Launched to Foster Creativity in Education
Governor, Educators, Institutions Declare: “Creativity Matters”
Multiple Major Pledges Made at Daylong Summit;
Partnership with Lincoln Center Institute to bring Imagination Award to Washington

November 7, 2007 (Seattle) - Today, Washington’s top leaders, including Governor Chris Gregoire, announced commitments to foster the creativity and imagination of our state’s students as part of the launch of the Creativity Matters campaign, a statewide initiative that seeks to engage communities, the business sector, non-profits, policy makers and educators in promoting creativity and innovation in today’s students, our state’s future leaders.

“Washington state is a national leader in technology, science, the arts and philanthropy. Creativity is our competitive advantage, and if we want our state to be all it can be, we have to do more to teach creativity in our schools,” said Eric Liu, organizer of the Creativity Matters campaign and member of the State Board of Education.

The Creativity Matters campaign was born out of an innovative summit of the same name held October 30 in Tacoma on the importance of creativity and imagination in the education of Washington’s students and for the future competitiveness of our state.

In her opening video address to the summit attendees, Governor Gregoire said: “For years, creativity has been taught to our most gifted students. Today I challenge you to provide all of our students with the opportunity to learn in creative ways, and engage them in learning through real life, hands-on activities. The Creativity Matters summit is the first step in this important journey.”

The summit was attended by Washington’s top business, community, government and education leaders, including Bob Drewel, Executive Director, Puget Sound Regional Council, Laurie Dolan, Governor Gregoire’s policy advisor, Bob Watt, Boeing vice president of Government Relations and Global Corporate Citizenship, Boeing Company, Representative Phyllis Kenney, Washington State Legislature, Peter Berliner, The Paul G. Allen Family Foundation and Cheryl Chow, Seattle School Board. The summit has resulted in a number of important commitments to promote creativity in schools and communities across the state.

As one of the first major initiatives of Creativity Matters, Liu announced a partnership with **Lincoln Center Institute** (LCI) of New York. LCI has pioneered the **Imagination Award**, which is given each year to a New York City public school that, in its leadership and its teaching practice, best demonstrates the spirit of imagination and creativity. Now, for the first time ever, LCI is bringing the Imagination Award to a location outside of New York.

Scott Noppe-Brandon, the Institute’s Executive Director and a panelist at the Creativity Matters summit, expressed profound satisfaction. “We at LCI are convinced that imaginative thinking should be seen as a basic skill in education, and should be nurtured as such. It is at the basis of creativity and innovation, which is to say that it is critical to career success as much as it is critical to a better understanding of the modern world and its demands. The Imagination Award exists to honor the schools that incorporate this ideology across the curriculum. We are delighted to salute Washington State as the first community outside of New York to share and support our vision.”

Lincoln Center Institute, along with the Association for WA School Principals, WA State Arts Commission, and the WA Education Association and several other partners, will spend the next year setting up a system for the Imagination Award. Nominations will be reviewed and the winner will be awarded a cash prize.

In addition, as part of the Creativity Matters campaign a range of organizations and individuals from across the state made commitments to foster creativity in education. These included:

- **Washington State Mentors**, led by Jim Marsh, will create a program with leading companies and nonprofits to match mentors from creative industries with young people from across the state.
- The **Washington State Arts Commission**, led by Kris Tucker, will expand arts partnerships to reach more K-12 students across the state, and will spearhead a meeting from the western United States to connect creativity in K-12 education with the creative economy.
- Bob Drewel and The **Puget Sound Regional Council** will add a focus on creativity in their initiative to generate more student interest in math and science careers.
- The **Association of Washington School Principals'** (AWSP) director Gary Kipp is developing a statewide leadership academy with the WA Association of School Administrators, and the Superintendents' Alliance, that will focus its curriculum and program on creativity. AWSP will also dedicate an entire issue of their national award-winning magazine to the theme "Creativity Matters."
- Bryce Seidl, director of the **Pacific Science Center**, will increase the number of high school students in their Discovery Corps program, which uses creative methods to convey scientific concepts, and will increase their Portal to the Public programs, which allow the public to interact face-to-face with working scientists.
- The **Office of Superintendent of Public Instruction; Dr. Terry Bergeson** announced a statewide program, in partnership with **Puget Sound Energy**, to train teachers in a creative project-based curriculum on sustainability and environmental systems.
- **State Senator Rosemary McAullife and Seattle City Council President Nick Licata**, will put forward legislation to extend a program set to expire in 2012 that directs lottery funds toward arts education programs.
- The **Center for Strengthening the Teaching Profession** will engage its statewide network of National Board-certified teacher leaders to highlight the teaching of creativity.
- Dean Patricia Wasley, **University of Washington's College of Education**, is launching an initiative, with Islandwood, the Seattle Public Library, and the Woodland Park Zoo, to develop an education program focused on environmental learning for preschool-aged children.
- Marcie Sillman, of **KUOW-FM**, the National Public Radio affiliate in Seattle, will produce quarterly stories this next year on creativity in education.
- David Graybill, president and CEO of the **Tacoma-Pierce County Chamber of Commerce**, pledged to deepen his efforts to bring a focus on creativity and the creative workforce to the development of his city's economy and culture.

The Creativity Matters campaign will continue to encourage leaders in every sector—corporate, educational, government and philanthropic—to join the effort and promote imagination and creativity in our state's schools.

"We are thrilled at the launch of Creativity Matters and the enthusiasm shown by leaders from both the public and private sector, but this is just the beginning. We encourage every community across Washington to come together to figure out ways to foster the creativity and imagination of their children," said Liu.

To find out more about Creativity Matters visit www.creativitymatters.net.

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