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NEWS ADVISORY

FOR IMMEDIATE RELEASE:

October 28, 2008

***RENAISSANCE GENERATION* AUTHOR TO SPEAK AT BUSINESS OF THE ARTS**

HOUSTON – Author Patricia Martin joins Houston Mayor Bill White as keynote speaker at the Greater Houston Partnership's Business of the Arts 2008.

Patricia Martin will use findings cited in her new book, *RenGen: Renaissance Generation*, to help unearth some of the Houston region's hidden potential and demonstrate how Houston can drive the next wave of innovation. RenGen, short for renaissance generation, is a cultural movement created by the confluence of art, education, entertainment and business that has at its center the cultural consumer. Weaving images and storytelling with hard-hitting research, Martin traces the fundamental theme that runs through seemingly unrelated changes in civilization: that the past 30 years of American life is not an endless downward spiral – it's the prelude to perhaps the next renaissance.

A dedicated supporter of the arts, Houston's Mayor Bill White will address the strong and continued growth of the city's arts sector during the past five years. He will do so from the perspective of budget as well as audiences. According to a study by Americans for the Arts, nonprofit arts agencies in Houston contribute \$270 million annually in direct spending to the local economy. Spending by audiences totals \$356.3 million a year, making the total economic footprint \$626.3 million.

The Partnership's Business of the Arts is an annual event highlighting the exceptional impact the arts sector has on the Houston region from the business perspective, including job creation, executive retention, tourism, education and quality of life.

WHO: Greater Houston Partnership

WHAT: Business of the Arts with
The Honorable Bill White, Mayor, City of Houston and
Patricia Martin, Author, *RenGen: Renaissance Generation*

WHEN: October 30, 2008
11:30 a.m. to 1:30 p.m.

Greater Houston Partnership
houston.org

1200 Smith, Suite 700 | Houston, TX 77002

Austin | Brazoria | Chambers | Fort Bend | Galveston | Harris | Liberty | Montgomery | San Jacinto | Waller



WHERE: Hyatt Regency Houston
1200 Louisiana
Houston, TX

Seating is limited. Working media please RSVP to Christina Garza at cgarza@houston.org or 713-844-3641.

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The Greater Houston Partnership is the primary advocate of the Houston-area business community and is dedicated to building regional economic prosperity. It represents 10 counties: Austin, Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto and Waller. With about 2,000 Member organizations, the Partnership represents approximately one-fourth of the region's work force. Visit the Greater Houston Partnership on the World Wide Web at houston.org.

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