

OVERVIEW

2018 has been designated as the Year of Creative Youth (YOCY), a city-wide initiative celebrating the creativity and talent of young local artists and the incredible organizations and educators helping to inspire them. YOCY will include collaborative programming among the City's 100+ organizations working with youth across a range of disciplines, from visual to performing arts, fashion and film, spoken word and more.

YOCY offers an ideal opportunity for brands to directly support and engage the youth community or amplify their own youth initiatives.



Creative Youth Festival at Millennium Park

CREATIVE YOUTH FESTIVAL

The cornerstone of the Year of Creative Youth will be a CREATIVE YOUTH FESTIVAL on Saturday, September 22, that will bring tens of thousands of youth and families to Millennium Park. The event will showcase exciting, youth-centered performances, programs and entertainment. Exciting activities across Millennium Park, the Chicago Cultural Center, the Art Institute of Chicago and Maggie Daley Park are planned.



Partnerships Division

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WEB & SOCIAL MEDIA REACH

(as of November 2017)

cityofchicago.org/dcse = 8,780,964 hits
E-Newsletter = 81,768 subscribers

DCASE Facebook = 15,389 followers
Millennium Park Facebook = 102,106 followers

Chicago Cultural Center Facebook = 56,778 followers

.@ChicagoDCASE = 10,600 followers
.@Millennium_Park = 17,800 followers
.@ChiCulturalCenter = 10,600 followers

COMMUNITY PROGRAMS

June - Educator Night

Reception to celebrate Chicago arts teachers and educators for their valued work with youth.

July - Youth Professional Development Event

Interactive event to encourage youth interns as they explore career pathways and applications of creative work.

August - Rising Star Program

Annual recognition program for teens nominated by arts organizations for their creative leadership, skill and passion in the arts.

October - Teen Council Convening

Event to connect teams of highly engaged teen leaders working with leading community arts organizations across the city, for a day of peer learning, celebration and civic engagement.