

PRESS RELEASE

Draw Alive®

New art attraction at ARTitorium on Broadway

ARTitorium on Broadway is excited to open a new attraction Draw Alive®! Draw Alive® is a unique interactive drawing game in which kids can watch their creations come to life as part of a fun animation on a large screen. Designed by Breeze Creative, an interactive experience design company based in Miami, Florida, Draw Alive® can be found in museums, airports, libraries, aquariums, and other public spaces around the world. This is the only installation of Draw Alive® to be found in Idaho.

"We cannot wait for kids to try their hand at this new interactive experience!" said Georgina Goodlander, Visual Arts Director for the Idaho Falls Arts Council. "Seeing your own unique creation come to life and walk, swim, drive, or fly around an animation on a huge screen is a lot of fun, even for adults. We work hard to keep the experience at ARTitorium engaging and meaningful for our young visitors and we hope that this new addition will inspire kids for years to come."

Draw Alive® was made possible with generous support from the Laura Moore Cunningham Foundation, Inc., and Terry Miller.

COLONIAL THEATER
WILLARD ARTS CENTER
450 A Street
Idaho Falls, ID 83402

ARTITORIUM ON BROADWAY
271 Broadway
Idaho Falls, ID 83402
(208) 552-1080
artitoriumonbroadway.org

IDAHO FALLS ARTS COUNCIL
498 A Street
Idaho Falls, ID 83402
(208) 522-0471
idahofallsarts.org

The Idaho Falls Arts Council is a private nonprofit organization which owns and operates: ARTitorium on Broadway, The Colonial Theater, and the Willard Arts Center. The mission of IFAC, in cooperation with other arts organizations, is to educate our community and enrich its quality of life by promoting, advocating, and presenting a broad spectrum of visual and performing arts in eastern Idaho. For questions regarding information contained in this release, please contact Chantel Bristol, Office Manager, or at cbristol@idahofallsarts.org or at 208-522-0471

