



For immediate release

Workhouse Arts Center and SmartWeb Marketing team up to win a Google Grant for building online awareness about the Center's innovative collaboration of visual and performing arts and education

February 18, 2013

Lorton, VA----- Google has awarded a Google Grant to the Workhouse Arts Center, a 501c3 nonprofit arts center located in the historic former prison in Lorton, Virginia. SmartWeb Marketing, a Google AdWords consulting services firm, will manage the Google Grant, a \$10,000 per month, in-kind advertising donation used to promote the Workhouse's mission and initiatives on Google.com using Google AdWords.

The primary goal of the Google Grant is to build awareness for www.workhousearts.org where people can view upcoming events, register for classes and buy tickets for performing arts and films.

The Grant is used for advertising on Google's search page and will link to the Workhouse Arts Center's website. When people are searching Google for classes, exhibits, events, wedding venues, parties and entertainment, ads promoting the Workhouse will appear Ads on the right side column of a search page, and may also appear at the top of the page above the search results.

Bryanna Altman, Vice President of SmartWeb Marketing and volunteer on the Steering Committee for the Friends of the Workhouse, teamed up with the Workhouse to secure the \$10,000 per month, in-kind advertising donation that will be implemented over the next 12 months.



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“The Workhouse Arts Center opened its doors in 2008 and provides extreme value in visual and performing arts, education and studio rentals. The more people in Northern Virginia that we can attract to the Workhouse, the better,” said Altman.

Altman’s company donated their services to help secure the grant and build an effective online advertising campaign with the help of Google’s Grant program. A vocal proponent for Arts, Altman recognized an opportunity for her business to get the word out on a much larger scale by using the power of the Internet and Google’s search engine to attract people to the Workhouse’s website.

Director of Marketing for the Workhouse Arts Center, Camela Speer notes that the website provides valuable information for patrons of the Workhouse. “We have an enormous amount of information on our web site where you can find out about upcoming arts exhibitions, buy tickets for a comedy show, our new “Dinner and a Movie” series, a music or theatrical performance.”

Speer also recommends checking on the Workhouse’s vast educational class programs which include everything from guitar lessons to glass blowing classes and many popular fitness classes such as qigong, yoga and Pilates.

“We want everyone to know that in addition to the outstanding array of art galleries, open artist studios, and exhibitions such as Urban Decay 3, the Workhouse Arts Center is your escape to Arts and Entertainment. We want to become an important destination for education, fun and culture.”

About Workhouse Arts Center

The Workhouse Arts Center, a program of the Lorton Arts Foundation, aims to enrich the lives of all within its reach by creating a vibrant cultural community that fosters a diverse offering of arts, education, social, and entertainment experiences. Set on 55 acres of land in the former D.C. Workhouse, the Workhouse provides a home for more than 100 of the region’s finest professional and emerging artists, classes and arts education programs for people of all ages and artistic abilities, cooperative studios, performance and theatre venues, dedicated gallery and exhibition space, and event facilities. For more information, visit www.WorkhouseArts.org.

About SmartWeb Marketing

SmartWeb Marketing provides the technical expertise to businesses that are ready to grow by using proven Internet marketing strategies that will increase on-line visibility & website traffic, win customers and increase revenue.

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Media contacts:

Workhouse Arts Center
Camela Speer, Director of Marketing
camelaspeer@workhousearts.org
(703) 584-2973

SmartWeb Marketing
Bryanna Altman, Vice President
Bryanna@GetSmartwebMarketing.com
(800) 486-4401 ext. 102



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