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THE NEUROSCIENCES INSTITUTE ANNOUNCES
"MINDING THE ARTS" LINEUP

The Neurosciences Institute in La Jolla will hold its eighth annual "Minding the Arts" fund raiser to support its performing arts program on Sunday, September 12, 2010. The 4:00 p.m. to 8:00 p.m. event will raise funds to allow the Institute to continue providing premier performance space at no charge to local not-for-profit arts and educational organizations. Minding the Arts 2010 is presented by Audrey S. Geisel/Dr. Seuss Fund .

This program, called "Performing Arts at The Neurosciences Institute" effectively saves San Diego's arts community more than \$300,000 per year, by providing space for over 100 high-quality performances to nearly 20,000 San Diegans annually. Without this support, many of the smaller organizations would be unable to hold their events at all and the larger organizations would be forced to charge higher ticket prices.

"Minding the Arts" features an outdoor cocktail reception with scrumptious food and beverages provided by local purveyors. This year they include Artesa Winery, Authentic Flavors Custom Catering, Betsy G. Catering, Convivial Catering, Pamplemousse, Sammy's Woodfired Pizza, and Waters Fine Catering to name a few. Set amid the stunning architecture of the Institute on Torrey Pines Mesa, guests will be entertained following the reception with a concert hosted by the popular and charming Dr. Nicolas Reveles as Master

of Ceremonies. The program will feature Camarada, with their unique melding of music and dance in Tango Nuevo: The Pulse of Argentina, The Davidovich Trio, which includes pianist Karen Joy Davis, cellist Timothy Landauer and Jisun Yang on the violin, and a performance by the San Diego Young Artists Symphony, which features San Diego County musicians ages 5 to 25. The variety of this year's entertainment is indicative of the eclectic number of organizations that rely of the Institute's Auditorium.

Visit www.MindingTheArts.org for more information and to purchase tickets. Ticket pricing is \$250 for Patrons Premier Seating and \$150 for Friends and may also be purchased by calling (858) 626-2053. All proceeds will be used to cover the costs associated with "lending" out the auditorium, including maintenance, security, energy, and staff support. This vital and unique program needs your support. This event is open to the public.

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