



FOR IMMEDIATE RELEASE:

04/21/2023

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BOSTON CENTER FOR THE ARTS LAUNCHES ITS COMMUNITY NUMBER, TO DEEPEN ENGAGEMENT WITH BOSTON'S ARTS COMMUNITY

Everyone is Encouraged to Text (617-485-0558) to Stay Up-To-Date on Boston Center for the Arts (BCA) Events, Artist Opportunities, and Resources — Further Extending the Community's Access to Art.

BOSTON, MA — LOS ANGELES, CA (04/21/2023) — [Community](#), the SMS customer engagement platform that connects businesses, brands, political & public figures, celebrities, musicians, and creators to their audiences at scale, today announced its partnership with Boston Center for the Arts (BCA). This launch supports the goal of Boston Center for the Arts to expand its reach with the Greater Boston community — artists, members, supporters, and audience members — directly and instantly on their phones via text.



539 Tremont Street, Boston MA 02116
Bostonarts.org @boscenterarts

Boston Center for the Arts will be launching its Community number, (617) 485-0558, in advance of this year's Boston Art Book Fair (BosABF), one of its outstanding free, all-ages public events that unites all levels of the arts community with the public. BCA plans to utilize Community's number to not only improve the overall experience and accessibility to its current shows and exhibitions, but to also better connect audiences to its cultural ecosystem and resources, including multi-disciplinary events, residency programs, open calls, and subsidized artist space.

The Community SMS platform allows Boston Center for the Arts the ability to scale individual experiences and collective data from each text, to build a transparent tool for new insights. This will help BCA communicate more effectively during events, as well as engage their audiences personally and provide them with content they are most interested in.

"We look forward to working with Community to improve how we form, foster, and support authentic connections between artists and their audiences in the Greater Boston area. This platform is a direct and open line of communication with a personal touch, which goes hand in hand with how we try to communicate as an organization." said Emily Foster Day; Co-Executive Director at Boston Center for the Arts.

"Art is an incredibly powerful and personal experience. We're excited to partner with the Boston Center for the Arts to drive greater visibility, increased engagement and enhanced access to their exhibits, independent artists, and so much more." said David Ross, SVP of Growth, Partnerships and Revenue at Community

Community is at the forefront of creating opportunities for businesses, brands, public figures and more to connect with her audience in a direct and instant way. Community's technology and easy-to-use product is able to reach audiences directly- with 98% open rates within the first 5 minutes, 45% average click through rates, and 30% average response rates.

For more information on Community or this partnership, please visit: www.Community.com

About Boston Center for the Arts:

Boston Center for the Arts (BCA) supports working artists to create, perform, and exhibit new works; develops new audiences; and connects the arts to community, and has for over five decades engaged the creative community for public good. While the organization's physical residence is in the historic South End, BCA touches every part of Boston's cultural ecosystem. A leading force in the city's cultural community, BCA has supported thousands of individual artists, small organizations, and performing arts companies, who add depth and dimension to the Boston arts ethos. Through residencies and programming, BCA serves as an epicenter for an expanding cohort of artists working across all disciplines, and has catalyzed careers by providing fertile ground for experimentation and artistic risk-taking. To learn more about Boston Center for the Arts, visit bostonarts.org

About Community:

Community is the SMS marketing platform that connects businesses, brands, political & public figures, creators, musicians, celebrities, and more, to their audiences at scale through a unique 10-digit phone number



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