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FOR IMMEDIATE RELEASE:  
11/13/07

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## **KIDS, CULTURE, ART AND SCIENCE COME TOGETHER IN THE HEART OF BROOKLYN** *HOB Collaborates with Groundwork, Inc. and NYCHA to Provide After-School Cultural Programs*

**November 13, 2007, Brooklyn, NY** – **Brooklyn Cultural Adventures Program (BCAP) After-School** is bringing Brooklyn's treasures to the Breukelen Houses through a new collaboration among **Heart of Brooklyn (HOB)**, **Groundwork, Inc.** and the **New York City Housing Authority (NYCHA)**. BCAP After-School extends the award-winning BCAP Summer Camp into out-of-school time. Since 1998, BCAP has served over 2,000 youth and families offering innovative educational programming for 9-12 year olds. BCAP weaves exciting connections between art, science, history, culture and nature using the resources of six of Brooklyn's most esteemed institutions: *Brooklyn Botanic Garden, Brooklyn Children's Museum, Brooklyn Museum, Brooklyn Public Library, Prospect Park Alliance, and Prospect Park Zoo*. With support from the **National Endowment for the Arts, (NEA)**, HOB has developed a highly focused, proactive effort to engage the youth and families of **Breukelen Houses**, a NYCHA residence, in the cultural and artistic programs of the HOB Institutions.

Heart of Brooklyn is committed to serving the needs of a multi-ethnic and economically diverse community. The goals of **BCAP After-School** are: to increase resident's *access* to the arts and cultural institutions in their community; to raise *awareness* among NYCHA residents of the incredible range of free and low-cost arts events and ongoing programs at HOB member institutions; and to ultimately increase *participation* of NYCHA residents in the cultural institutions of their community. As the culminating event of **BCAP After-School**, HOB will host a **Family Fun Day in The Heart of Brooklyn** providing all participating children, their families, and other Breukelen residents with the opportunity to experience a day-long celebration and family activities at member institutions.

Heart of Brooklyn's signature education program, BCAP, is the only youth program in Brooklyn to receive the **2007 New York Life Foundation Award** this year. The New York Life Foundation award recognizes BCAP as an exemplary, innovative program that provides children with safe places to learn and grow, educational enhancement, and mentoring. By providing in-depth, behind the scenes experiences at some of the city's premier cultural institutions, BCAP creates lasting connections between Brooklyn's kids and their cultural community.

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**Heart of Brooklyn** is a partnership of the leading cultural institutions located near Grand Army Plaza in central Brooklyn. Founded in 2001 by Brooklyn Botanic Garden, Brooklyn Children's Museum, Brooklyn Museum, Brooklyn Public Library, Prospect Park Alliance, and Prospect Park Zoo, this partnership is dedicated to promoting its unique cultural campus as a "must-see" destination to a diverse audience in Brooklyn and beyond. Heart of Brooklyn encourages tourism and learning by making its world-class collections and historic treasures more visible and accessible. As an integral part of Brooklyn's renaissance, Heart of Brooklyn is committed to strengthening the future of its neighborhoods.

**Brooklyn Cultural Adventures Program** is grateful for the support of Martha A. and Robert S. Rubin, The Lily Auchincloss Foundation, Cashin Family Fund, Comey-Fitzgerald Family Foundation, The Debs Foundation, Fifth Floor Foundation, Independence Community Foundation, Lehman Brothers Foundation, National Endowment for the Arts, New York Life Foundation, Offensend Family Foundation, Pinkerton Foundation, The Pumpkin Foundation, State Senator Eric L. Adams, Rush Philanthropic Arts Foundation, and the generosity of individuals and member institutions.

**Groundwork, Inc.** Groundwork supports young people living in high poverty urban communities as they develop their strengths, skills, talents and competencies through effective experiential learning and work programs. What makes Groundwork unique is our geographic focus to working with youth and their families; we identify twelve to fifteen block areas in East New York, Brooklyn, and develop programs to serve the children and families who live there.

**New York City Housing Authority** The mission of NYCHA, Brooklyn Community Operations is the provision and coordination of essential cultural, educational and recreational services to NYCHA residents and surrounding communities in order to improve the quality of life.