



*"Enriching Our Communities Through Advancement of the Arts"*

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## **ALLIED ARTS INTRODUCES CATALYST**

*Allied Arts' Young Patrons group becomes known as Catalyst  
in response to growth and mission*

**OKLAHOMA CITY, Okla. – January 11, 2011 –** Allied Arts recently unveiled the new name and branding for Catalyst, its group of donors age 40 and younger, formerly known as Young Patrons.

The new name and logo were introduced by Catalyst board chairmen Zack Zuhdi, and Casi and J.W. Peters, to approximately 30 Catalyst members at the holiday event at Stella Modern Italian Cuisine. Catalyst board members Misty Garrett, Darren Holland, Wes and Mary Margaret Knight, and Lee Anne Stone were also on hand for the announcement.

"We chose the name Catalyst, accompanied by the tagline 'The arts start with you', because, as the group continues to grow, we wanted an identity that really reflects our role of initiating support for the arts in our community," said Zuhdi.

Catalyst's new logo corresponds with Allied Arts' vibrant primary color scheme, and as the word *catalyst* indicates creating change or action, the logo represents the coming together of individuals to serve as a catalyst to generate support for the arts.

"Catalyst is important to Allied Arts because it is comprised of so many young leaders who are committed to making a difference in our community," said Deborah McAuliffe Senner, Allied Arts president. "We know that these are the future leaders of our organization."

### **About Allied Arts**

As Oklahoma's only United Arts Fund, Allied Arts works to broaden support for the arts by raising financial support for the arts and related organizations, encouraging participation and attendance, advocating arts education, and promoting excellence in the arts and arts management. Founded in 1971, the organization has raised more than \$43 million to advance the arts in Central Oklahoma.

For more information, contact Allied Arts at 405-278-8944 or visit [www.alliedartsokc.com](http://www.alliedartsokc.com).

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