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## **TWO UNIQUE ORGANIZATIONS JOIN GRAND AVENUE'S CREATIVE REVOLUTION**

(Milwaukee, WI) This January, two unique organizations will join the growing list of creative-minded tenants who've been attracted to the eastern end of Grand Avenue through the mall's "[Creativity Works Here](#)" initiative. TRUE Skool, an urban arts-based youth organization, and Reproductive Justice Collective, who increases the engagement and leadership of women and girls of color to transform systems and policies, will take over the old WUWM radio station space on the lower level and will be hosting a Grand Opening celebration in conjunction with Gallery Night on Friday, January 17<sup>th</sup> from 5:00-9:00 PM.

For TRUE Skool, the move is both timely and symbolic. The Milwaukee nonprofit, whose youth programming is rooted in hip-hop culture, will celebrate its 10-year anniversary in 2014 and had already been working on an ambitious growth plan that includes partnering with Spreenkler Creative, a design and technology company also located in Grand Avenue, on an initiative to create more opportunity for young people of color in the creative sector. They will also be working with co-tenant, Reproductive Justice Collective, on integrating issues related to reproductive health and political representation among women of color into programming for TRUE Skool's Be Girl Project.

"We accomplish our work with partner organizations to ensure that the voices of women and girls of color are heard," said Sarah Noble, Managing Director of the Reproductive Justice Collective. "Co-locating with True Skool is an exciting opportunity that supports our continued work with young women."

"The timing couldn't be more perfect," said Sarah Dollhausen, TRUE Skool's Executive Director and Founder. "We had big plans for our anniversary year and now this space is going to open up even more possibilities for us on many levels."

In addition to the proximity of partners organizations, square footage and location are obvious advantages of the new space. "We're going from 1,100 sq ft at our old space on the northwest side to 9,800 sq ft in the center of the city on all the major bus lines," Dollhausen added. "We're going to have a music wing...a whole wing! It's almost like the space was built specifically for us, from the layout itself to the soundproof room left by the radio station."

TRUE Skool, Reproductive Justice Collective and many of their new neighbors are part of a growing [creative response movement](#) in Milwaukee and across the country — an organic groundswell of artists, activists and entrepreneurs who are finding creative new ways to solve old problems. In TRUE Skool's case, that means using art, music and dance as tools for young people to explore social justice issues, participate in community building and learn entrepreneurialism— an innovative approach that's attracted the support of hip hop legends like Afrika Bambaataa, KRS-One, and Chuck D over the years.

Their Grand Opening event is free and will feature an anniversary timeline installation, student and staff artwork, performances, student-led tours, live music and refreshments — a standout Gallery Night stop to be sure. It will mark the first of ten anniversary events planned for 2014.

To stay up-to-date on TRUE Skool's anniversary events, follow TS on [Facebook](#). To learn more about their unique programming or to find out how you can help make their move a success, visit [www.trueskool.org](http://www.trueskool.org) and [www.rjcollective.org](http://www.rjcollective.org).

*TRUE Skool's mission is to use the urban arts as a tool to engage youth in social justice and humanities education, community service and civic engagement.*

*Reproductive Justice Collective's mission is to increase engagement and leadership among women of color to transform systems and policies in ways that remove barriers to good health outcomes.*

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