



FOR IMMEDIATE RELEASE:
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SAVE THE DATE !
THE NEUROSCIENCES INSTITUTE ANNOUNCES "MINDING THE ARTS" 2010

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.

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. Set amid the stunning architecture of the Institute on Torrey Pines Mesa, guests will be entertained following the reception with a concert featuring three of the local non-profits, to be announced, who have used the acoustically acclaimed auditorium during the year. Hosted by the popular and charming Nuvi Mehta as Master of Ceremonies, the afternoon promises to have something to suit everyone's taste.

Tickets are available for Patrons Premier Seating at \$250 and Friends at \$150 by calling (858) 626-2053 or on the website www.nsi.edu. 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.

Support Arts and Educational Performances in San Diego!

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