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## **3S Artspace Selected to Participate in Pepsi's "Refresh Project": Competing this January for \$50,000**

### **Voting by Public is Key to Winning Month-Long Social Media Oriented Grant Program**

**Portsmouth, NH, January 3, 2011:** 3S Artspace, a New Hampshire nonprofit arts organization, learned early this morning that it is one of only 1,000 groups and organizations across the country selected to participate in this month's cycle of "The Pepsi Refresh Project," a granting competition which awards over \$1.3 million each month to "people, businesses, and non-profits with ideas that will have a positive impact" in their communities. The competition works by popular vote. Throughout the month of January, people all over the world can vote one time each day up to three different ways for the projects they support: via text message, through Facebook, and on the Refresh Everything website. At the end of the month, the projects that have received the most votes in their respective category win the grant. Ten winners will be chosen for the \$50,000 grant for which 3S Artspace is competing.

"The Refresh Everything competition is an especially exciting opportunity for us as a start-up organization," explains 3S Co-founder Chris Greiner. "It goes without saying that \$50,000 would be significant funding for us, but equally important is how the Refresh Project model creates the opportunity for people, for a community, to stand up and support a project they believe in. The desire to seed, build and nurture community underpins every aspect of 3S Artspace's mission, so there's something especially appropriate that during this phase when 3S is still a "virtual" entity, when we don't yet have physical doors open to the public, that we're able to reach out to a virtual community, for their partnership and their help.

People interested in supporting 3S Artspace in the Refresh Project can vote by texting the code 105451 to 73774. They can also vote through the 3S Artspace Facebook page at [www.facebook.com/3Sartspace](http://www.facebook.com/3Sartspace), and by visiting the 3S Artspace page on the Refresh Project website directly at [www.refresheverything.com/3Sartspace](http://www.refresheverything.com/3Sartspace).

**For Immediate Release**

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If won, the \$50,000 grant will help 3S Artspace fund the planning and pre-development phase of the project. While a large-scale project such as the 3S project will take time and additional resources, the grant would be a significant step toward making 3S Artspace a reality and connecting the Seacoast and the greater northern New England community with the best emerging music, performance, arts and artists from around the world (and the best food from farms and farmers around the region.)

**About 3S Artspace:**

**Mission:** 3S Artspace, a nonprofit organization, is multidisciplinary arts organization comprised of three spaces—a performance space, art gallery and restaurant—that presents and supports contemporary artists and their work in order to stimulate the artistic community and creatively engage and educate the community at large.

**Vision:** Through diverse, high-quality programming across multiple media, 3S Artspace will present on its stage and in its gallery, nationally and internationally recognized artists to the Seacoast community, as well as the work of local and regional artists, with a particular focus on emerging, innovative, and/or unconventional arts. 3S will be committed to presenting a broad spectrum of events that will be both accessible and affordable to the widest possible audience. Beyond the presentation of art, 3S aspires to be a vital and central gathering place in the Seacoast community: the restaurant at 3S will be the beating heart of the organization, providing artists and others affordable creative fare, as well as opportunities for professional development, networking, and the exchange and discussion of ideas.

**For additional information on the 3S Artspace Project, its Board of Directors, and Partners:**

- Visit [www.3Sarts.org](http://www.3Sarts.org) and download the 3S Artspace Case Statement
- Visit the 3S Artspace page on Facebook: [www.facebook.com/3SArtspace](https://www.facebook.com/3SArtspace)

**For additional information on The Pepsi Refresh Project:**

- Visit [www.refresheverything.com](http://www.refresheverything.com)

**For interview requests and high-resolution images contact:**

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