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## **“Window Into Creativity” Jump-Starts Donation Drive for Teacher Supply Warehouse**

*Student artists demonstrate the creative potential of surplus office supplies.*

(Greensboro, June 17, 2009) – If students can transform a few dozen rolls of packing tape into life-sized human sculptures, imagine what they could do with a warehouse full of donated business, school and art supplies.

Passers-by on South Elm Street in Downtown Greensboro Wednesday afternoon got a chance to consider those possibilities, as a team of art students from Guilford County Schools’ Weaver Academy demonstrated what creative minds and a supply of materials can accomplish. The students, under the direction of Lisa Woods, head of the visual arts department at Weaver Academy, unveiled the “Window Into Creativity,” which consisted of the students’ tape creation exhibited in one of the display windows of the Kress Building. The students then used materials donated by attendees at the unveiling to create impromptu origami figures.

The spectacle helped kick off a summer campaign to stock up the Teacher Supply Warehouse, a facility operated by the Guilford Education Alliance, Guilford County Schools and the Welfare Reform Liaison Project. The Warehouse collects surplus and leftover supplies and materials donated by Triad businesses and individuals, and makes them available at no cost for teachers to issue to students or

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to use as classroom instruction aids or materials for art and other classroom projects.

The Window Into Creativity project was conceived by Bouvier Kelly, Inc., a Greensboro marketing, advertising and public relations firm that is helping promote the Teacher Supply Warehouse as a pro bono project. “Our approach to marketing is always to discern how we can help create an experience that connects consumers to a brand,” said Denny Kelly, president and CEO at Bouvier Kelly. “To help make the Teacher Supply Warehouse relevant to potential donors, we felt this audience would respond to the prospect of helping to unleash the latent creativity that exists in every classroom in Guilford County. The Window Into Creativity showcases the student creativity that the Warehouse helps bring to light.”

“The ingenuity of teachers and the imagination exhibited by students in turning unneeded paper products and office supplies into a learning experience is always an amazing thing to see,” said Margaret Arbuckle, executive director of Guilford Education Alliance. “And seeing business people take a stake in helping foster this creativity by donating material to the Warehouse is just as gratifying.”

For more information, please visit [www.windowintocreativity.org](http://www.windowintocreativity.org).

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