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CREATIVITY TOOLKIT

Creativity Matters: The Arts and Aging Toolkit, a new guide that features models of successful art programs and best practices, is available either as a beautifully produced, high-quality paperback or as a free online publication.

“The toolkit is a tremendous resource for the new and growing field of positive aging,” said Gay Hanna, executive director of the National Center for Creative Aging (NCCA), a coproducer of the book. “The materials encourage arts and aging service providers to better serve older people by offering ways to tap creativity and to connect generations and cultures through the arts,” she added.

The 235-page book, authored by Johanna Maisey Boyer, describes the benefits of art programs for older people; existing services and organizations for arts and aging; best practices in designing, funding, implementing, sustaining and evaluating art programs for elders; and case studies of outstanding programs. A joint project of NCCA, the New Jersey Performing Arts Center and the National Guild of Community Schools of the Arts, the book is partly based on the 2007 Arts and Aging: Creativity Matters Conference.

Print copies of *Creativity Matters* are available for \$35 and may be purchased through the National Guild office at (212) 268-3337, ext. 16, or online at www.artsandaging.org.

Programs seeking technical assistance and information about educational activities should contact NCCA at (202) 895-9456 or info@creativeaging.org. For information on community arts education, e-mail the National Guild at guildinfo@nationalguild.org. ❖