



**TALLER**  
**PUERTORRIQUEÑO**  
El Corazón Cultural Del Barrio  
The Cultural Heart of Latino Philadelphia

**\*FOR IMMEDIATE RELEASE\***

Contact: Dora Viacava  
Director of Outreach  
(215) 426-3311, ext. 1003 | [dviacava@tallerpr.org](mailto:dviacava@tallerpr.org)

## **Aroha and Taller partner for ‘artful aging’ program**

*New initiative from Aroha Philanthropies benefits seniors in Philly*

04/07/2017, PHILADELPHIA, PA — Funding from Aroha Philanthropies has enabled Taller Puertorriqueño to offer programming in the arts to older adults in Philadelphia.


Aroha began the “Seeding Artful Aging” initiative in the spring of 2016. From an applicant pool of over 200 arts and social services organizations, Aroha selected Taller as one of the 15 organizations in the inaugural cohort. Taller is using the grant to offer arts programming to reach approximately 45 local seniors per week at three older adult community centers.

The current program offerings are Latin dance at South Philadelphia Older Adults Center, quilting at the Mann Older Adults Center, and theater at the Norris Square Senior Center. Participants from each location will showcase their work in the program with a performance and exhibition for the Golden Age Conference, held at the Antonio Pantoja School from 10 a.m. to 2 p.m. on June 3.

“Seeding Artful Aging” is a program that Aroha hopes to continue in the future, expanding the opportunity to more nonprofits around the US. The current cohort’s grant period ends in November, but renewal will be available to organizations that show successful outcomes.

Taller will begin a new round of programming in three new locations this summer, as part of the same grant period. From mid-July to October, they will offer arts programs to seniors at three different Senior Centers and at Taller’s new El Corazón Cultural Center—where the

- more -



final showcase will occur in November.

Aroha began this initiative with the intent to “...demonstrate the potential impact of [arts education] programs for older adults, arts organizations, senior service providers, senior residential communities, and diverse groups everywhere.” Taller’s contribution to the initiative brings the perspective of immigrant cultures to the senior citizens of Philadelphia with the theme “there to here.” This year’s project is titled “Imagine the Possibilities” and aims to guide seniors and train them to continue arts programming among themselves long after the Aroha grant period.

Taller encourages its teaching artists to attend training sessions from the Stockton Rush Bartol Foundation, an organization that frequently offers professional development opportunities and grants for this type of work.

#### *About Aroha Philanthropies*

Aroha Philanthropies is devoted to the transformative power of the arts and creativity, inspiring vitality in those over 55, joy in children and youth, and humanity in adults with mental illness. We believe that learning, making, and sharing art enriches everyone throughout their lifetime.

Aroha works to improve the quality of life of people 55+ by encouraging the funding, development, and proliferation of arts programs designed to enhance longer lives, and by advancing the development of professional teaching artists working with those in their encore years.

Learn more at [arohaphilanthropies.org](http://arohaphilanthropies.org).

#### *About Taller Puertorriqueño*

Taller Puertorriqueño (Taller) is a community based cultural organization whose primary purpose is to preserve, develop and promote Puerto Rican arts and culture, grounded in the conviction that embracing one's cultural heritage is central to community empowerment. Taller is also committed to the representation and support of other Latino cultural expressions and common roots.

For more information about Taller, please visit [tallerpr.org](http://tallerpr.org) or follow us on Facebook: [facebook.com/tallerpr.org](https://facebook.com/tallerpr.org).

- ### -

---

Edgardo González, Chairman of the Board | Dr. Carmen Febo San Miguel, Executive Director

2600 N 5th Street | Philadelphia, PA 19133 | tel. (215) 426-3311 | fax (215) 426-5682

tallerpr.org | @tallerpr | facebook.com/tallerpr.org