
Sara Hickman raises funds for Theatre Action Project

Posted on [February 16, 2011](#) | [Leave a comment](#)



After the [Texas Commission on the Arts](#) named musician [Sara Hickman](#) the 2010 State Musician of Texas, she decided she wanted to use her title to promote arts education.

“I wanted to utilize my position as the Official State Musician of Texas to promote families being creative together,” Hickman said. “Many times this starts with children bringing home ideas they learn at school. That’s why I created this compilation CD, to raise funds for Theatre Action Project and help them take the arts and theatre back into the schools.”

So she quickly rounded up 39 of her closest musician friends to create a CD, from which all of the profits would benefit our client, [Theatre Action Project](#). Then, several of the featured artists from this CD also donated their evening on Feb. 5 to be a part of the [Best of Times CD Release Party](#) at the [Paramount Theatre](#) in downtown Austin.

Our account quickly began collaborating with Sara and TAP to spread information about this venture. They crafted pitches and sent them to media across the state, distributed posters around the city of Austin, and used social media, specifically [Twitter](#), to promote the CD and its release party.

There was a great turnout for the party, and CD sales are going strong (don’t forget to [download](#) your copy or get it at [Waterloo Records](#)). The audience enjoyed performances by Robert Earl Keen, Ruthie Foster, Patrice Pike, Monte Warden and Colin Boyd, After Math, Colin Gilmore, LZ Love, Christine Albert and Chris Gage and the Djembabes. Each artist brought his or her unique style to original music written by Sara Hickman.

We are still totaling the amount of money that was raised for TAP that night, as well as evaluating the total amount of media coverage. As soon as our final numbers are available we will post an update to this blog.

The TAP account members enjoyed working on this event, and look forward to the next event with Theatre Action Project– the Kite Festival!

For more information about the Best of Times CD or the artists featured on it, please visit www.bestoftimescd.com.

3/1/2011

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Theatre Action Project

Rachel Frey

Account Executive

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