



# Women in the Audience Supporting Women Artists Now

## Join Us in Celebrating the 2nd International SWAN Day: March 28, 2009

International SWAN Day is a historic collaboration between women artists (represented by The Fund for Women Artists) & women audience members (represented by WITASWAN).

WITASWAN (“wit-uh-swan”) is a grassroots alliance of women using their purchasing power to broaden cultural options by increasing opportunities for women artists. It began as an initiative of AAUW-IL, Inc. (the Illinois division of the American Association of University Women).

The AAUW-IL, Inc. Board asked WITASWAN Coordinator Jan Lisa Huttner to invite Martha Richards, the Executive Director of The Fund for Women Artists, to speak at their Spring Convention in Bloomington, IL on April 28, 2007. The idea for International SWAN Day blossomed during the car ride from Bloomington to Chicago, as Jan and Martha discussed ways to build more direct connections between women artists and women audience members before Martha returned home to San Francisco.

Enthusiasm for the WITASWAN message had convinced Jan that women were eager to support more work by women in every art form, & Martha had built the WomenArts Network, an online directory of over 1,000 women artists from all over the world. Sharing a pizza at a roadside restaurant, they came up with the idea of International SWAN Day as a galvanizing annual event that would serve the interests of both women artists & women audience members.

The first International SWAN Day, held on March 29, 2008, was an enormous success. Over 160 events were held in 11 countries on 4 continents. FWA & WITASWAN coordinators predict that the second International SWAN Day, scheduled for March 28, 2009, will be even better.

WITASWAN is not “an organization” per se. WITASWAN has no board meetings, dues, officers, or bureaucratic infrastructure of any kind, although an increasing number of women are joining together to form SWAN Clubs (often run as special interest groups by existing AAUW branches).

For more information about WITASWAN, including details about past programs & future plans, visit: [www.films42.com/witaswan.asp](http://www.films42.com/witaswan.asp).

For more information about International SWAN Day, including photos from events held on the very first International SWAN Day on March 29, 2008, & toolkits to help YOU celebrate the next International SWAN Day on March 28, 2009, visit: [www.SwanDay.org](http://www.SwanDay.org).

**International SWAN Day will always be celebrated on the last Saturday of every March, symbolically functioning as the culminating event of every Women’s History Month.**

# WITASWAN

("wit-uh-swan")

Women in the Audience Supporting Women Artists Now

## OLD LOGO versus NEW LOGO



### OLD MESSAGE:

"Swans can change what we all see on the Silver Screen"

First WITASWAN logo born on October 2, 2004.

© Lynell & Wayne Harlow



### NEW MESSAGE:

"Using our purchasing power, Swans can increase cultural options for audiences all around the world"

New WITASWAN logo born on June 8, 2008.

© Jan Lisa Huttner & Sharon Rosenzweig

(Note: New logo retains the "stencil swan" image that was originally created by Lynell Harlow for Dreamweaver Stencils in 1991.)

Our new logo affirms our intention to make deliberate purchasing decisions that will broaden cultural options for audiences all around the world.

In the words of Professor Martha Lauzen\*:

**"If we change media messages, we change the world!"**

\* Read Jan Lisa Huttner's chat with Professor Lauzen: [www.films42.com/chats/chats\\_lauzen.asp](http://www.films42.com/chats/chats_lauzen.asp)