



**The Art Institute  
of Fort Worth™**  
*A branch of The Art Institute of Dallas*

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December 7, 2009

As the creative and design arts community in the Dallas/Fort Worth Metroplex continues to grow and prosper, we are pleased to announce that there will be a new addition to the discipline of arts education: The Art Institute of Fort Worth.

The Art Institute of Fort Worth, a branch campus of The Art Institute of Dallas, is scheduled to begin classes in April 2010. The school is one of The Art Institutes, a system of more than 45 locations across North America, providing an important source of design, media arts, culinary arts, and fashion professionals to the marketplace.

Initially, The Art Institute of Fort Worth will offer bachelor's degree programs in Advertising Design, Fashion & Retail Management, Graphic Design, Interior Design, Photography, and Web Design & Interactive Media; and associate's degree programs in Graphic Design, and Web Design & Interactive Media.

The new school's location in Fort Worth will offer students living in the western part of the Metroplex a convenient location to study quality creative arts disciplines – and enjoy all the culture and excitement a vibrant metropolitan area has to offer.

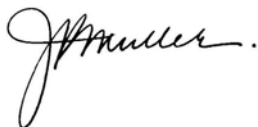
The Art Institute of Fort Worth hopes to make an important contribution to the economic growth and social well-being of the communities that it serves, providing higher education opportunities that prepare graduates for entry-level positions in the creative arts professions they have selected.

After you've had a chance to review the enclosed media kit, I would like to extend a personal invitation for you to meet Chad Williams, Campus Director of The Art Institute of Fort Worth. Mr. Williams is available to the media to discuss the importance of the community to The Art Institute of Fort Worth; the school's strengths, mission, people and programs; and plans for future growth and development. He also can provide you with information on featured faculty, how to apply, and much more.

We will contact you over the next several weeks to arrange an interview opportunity. In the meantime, please do not hesitate to contact me at (412) 995-7262, [jpmuller@edmc.edu](mailto:jpmuller@edmc.edu); or Margaret Ritsch of the Balcom Agency, (817) 877-9933, [margaret@balcomagency.com](mailto:margaret@balcomagency.com) if you have any questions, or want to set up a discussion in advance.

Thank you for the opportunity to deliver communication on this new educational endeavor to the community it will serve.

Sincerely,



Jacquelyn P. Muller  
Vice President – Public Relations  
The Art Institutes



*A branch of The Art Institute of Dallas*

PRESS RELEASE

CORPORATE MEDIA CONTACT:  
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Vice President – Public Relations  
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The Balcom Agency  
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Mobile : (817) 913-6135  
[margaret@balcomagency.com](mailto:margaret@balcomagency.com)

## **THE ART INSTITUTES EXPANDS PRESENCE IN TEXAS WITH NEW FORT WORTH LOCATION**

*Branch Campus of The Art Institute of Dallas Slated to Begin Classes in April 2010*

(FORT WORTH, Texas – December 7, 2009) The Art Institutes system of schools announced the opening of a new school, The Art Institute of Fort Worth, which will hold its first day of classes on April 5, 2010.

The new school, a branch of The Art Institute of Dallas, will occupy approximately 20,000 square feet at 7000 Calmont Avenue in Fort Worth. The school will begin enrolling students immediately.

“The primary focus for The Art Institutes has always been to prepare graduates to enter careers in creative arts fields, as evident by the success we have experienced at our Dallas school,” said John Mazzoni, President of The Art Institutes. “We are confident that our new Fort Worth location will continue this tradition, and offer more residents of the region the quality education they’ve come to expect from The Art Institutes.”

Initially, The Art Institute of Fort Worth will offer bachelor’s degree programs in Advertising Design, Fashion & Retail Management, Graphic Design, Interior Design, Photography, and Web Design & Interactive Media; and associate’s degree programs in Graphic Design, and Web Design & Interactive Media.

“We’re very proud to open our doors here in the Fort Worth community,” says Chad Williams, newly-appointed Campus Director of The Art Institute of Fort Worth. “We look forward to working with the many fine businesses and organizations to help meet their employment needs in this part of the Metroplex.”

*(more)*

The Art Institute of Fort Worth will join four other Art Institute schools in Texas: Dallas, Austin, and two Houston locations.

For more information about The Art Institute of Fort Worth, call (888) 422-9686 or visit the school's website at <http://www.artinstitutes.edu/fort-worth>.

*The Art Institute of Fort Worth holds a Certificate of Authorization acknowledging exemption from the Texas Higher Education Coordinating Board regulations.*

*The Art Institute of Fort Worth is a branch of The Art Institute of Dallas. The Art Institute of Dallas is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools to award associate and baccalaureate degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404.679.4500 for questions about the accreditation of The Art Institute of Dallas.*

*The Art Institute of Fort Worth is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.*

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# The Art Institute of Fort Worth™

*A branch of The Art Institute of Dallas*

## SCHOOL FACT SHEET

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### **CORPORATE MEDIA CONTACT:**

Mark C. Toth  
Director of Public Relations – New Schools  
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Mobile: (412) 657-8636  
[mtoth@edmc.edu](mailto:mtoth@edmc.edu)

### **FORT WORTH MEDIA CONTACT:**

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Office: (817) 877-9933  
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[margaret@balcomagency.com](mailto:margaret@balcomagency.com)

### **CAMPUS DIRECTOR**

Chad Williams

### **ABOUT THE ART INSTITUTE OF FORT WORTH**

- The Art Institute of Fort Worth is one of The Art Institutes, a system of more than 45 educational institutions located across North America.
- The Art Institutes schools provide programs in design, media arts, culinary arts, and fashion.
- The Art Institute of Fort Worth was founded in 2009 and will occupy approximately 20,000 square feet of classrooms, computer labs, library, and office space.

### **PROGRAM OFFERINGS**

- ADVERTISING DESIGN (Bachelor of Fine Arts)
- FASHION & RETAIL MANAGEMENT (Bachelor of Fine Arts)
- GRAPHIC DESIGN (Bachelor of Fine Arts, Associate of Applied Arts)
- INTERIOR DESIGN (Bachelor of Fine Arts)
- PHOTOGRAPHY (Bachelor of Fine Arts)
- WEB DESIGN & INTERACTIVE MEDIA (Bachelor of Fine Arts, Associate of Applied Science)

### **STATE LICENSING & ACCREDITATION INFORMATION**

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### **LOCATION**

The Art Institute of Fort Worth  
7000 Calmont Avenue  
Suite 150  
Fort Worth, TX 76116  
Phone: (888) 422-9686

### **WEB SITE:**

[www.artinstitutes.edu/fort-worth](http://www.artinstitutes.edu/fort-worth)



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## LEADERSHIP PROFILE

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### **CHAD WILLIAMS CAMPUS DIRECTOR THE ART INSTITUTE OF FORT WORTH**

Chad Williams is Campus Director of The Art Institute of Fort Worth, a branch of The Art Institute of Dallas. Prior to his leadership appointment at The Art Institute of Fort Worth, Williams was Senior Director of Admissions at the Dallas school location. In this role, Williams served as the chief admissions and marketing executive, and was responsible for new student recruitment plans, directing the training of the school's admissions team, and overseeing the admissions financial budget. Before joining The Art Institutes, Williams served in various admissions-based positions with DeVry University; and as sales representative for Glacier Water Service, Inc. in Las Vegas and Gerber Products Co. in Anaheim, CA.

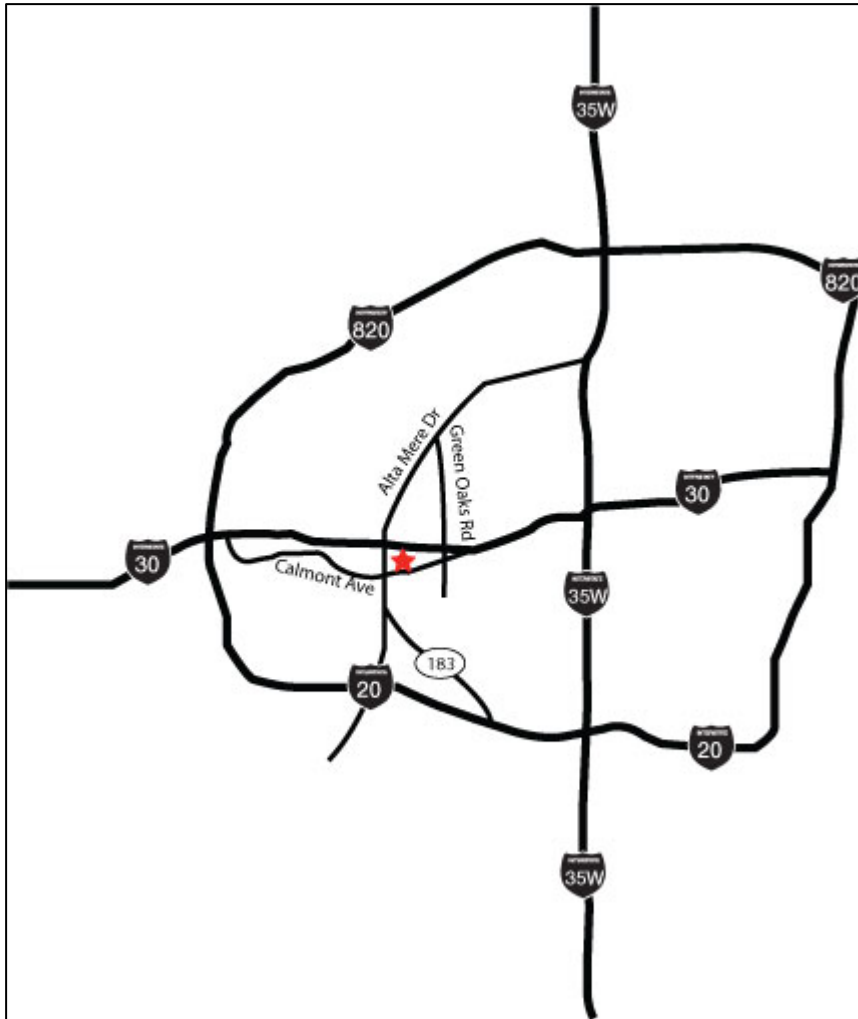
Williams received a Bachelor of Arts in Business Administration/Marketing from California State University, Fullerton.

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**From Dallas and points East:**

Take I-30 West to Green Oaks Rd. (Exit 8A) Turn Left at Green Oaks Rd. Turn Right on Calmont Ave. Building is on right-hand side.

**From Abilene and points West:**

Take I-20 East to I-30 East. Exit 7B to Green Oaks Rd. Turn Right onto Green Oaks Rd. Turn Right on Calmont Ave. Building is on right-hand side.

**From Waco, Austin and points South:**

Take I-35 North to I-35 North. Take Exit 45A to merge onto I-20 W. Slight right at TX-183. At traffic circle, take 3rd right onto Alta Mere Dr. Turn Right onto Calmont Dr. Building is on left-hand side.

**From Denton and points North:**

Take I-35 W South to exit 51. Merge onto I-30 West. Take I-30 West to Green Oaks Rd. (Exit 8A) Turn Left at Green Oaks Rd. Turn Right on Calmont Ave. Building is on right-hand side.

**The Art Institute of Fort Worth**

7000 Calmont Ave.  
Suite 150  
Fort Worth, TX 76116

Phone: (888) 422-9686

Web: [www.artinstitutes.edu/fort-worth](http://www.artinstitutes.edu/fort-worth)



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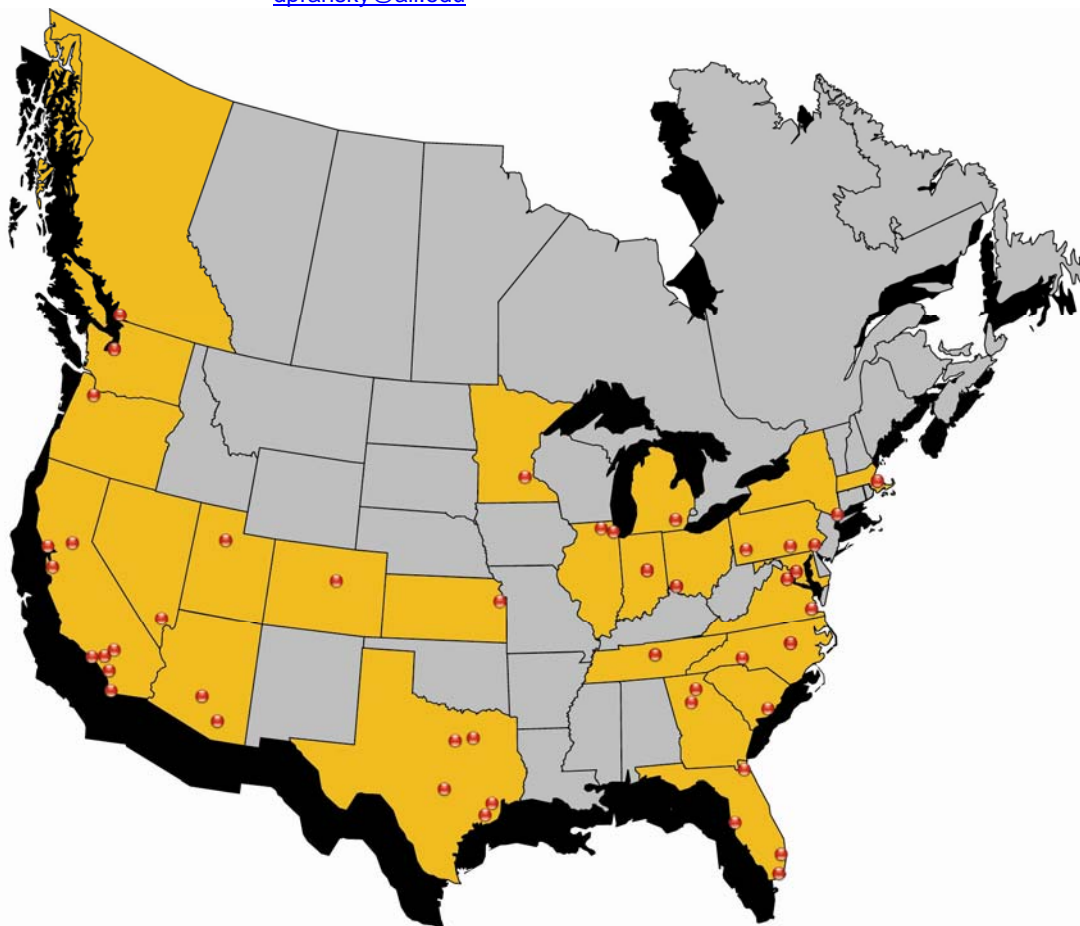
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 The Art Institutes  
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[dpransky@aii.edu](mailto:dpransky@aii.edu)



**The Art Institutes**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

**School Locations:**

Arlington, VA  
 Atlanta, GA  
 Austin, TX  
 Brookline (Boston), MA  
 Charleston, SC  
 Charlotte, NC  
 Chicago, IL  
 Cincinnati, OH  
 Dallas, TX  
 Decatur, GA  
 Denver, CO  
 Durham, NC  
 Fort Lauderdale, FL  
 Fort Worth, TX  
 Houston, TX (two locations)

Indianapolis, IN  
 Jacksonville, FL  
 Lenexa (Kansas City), KS  
 Henderson (Las Vegas), NV  
 Los Angeles, CA  
 Miami, FL  
 Minneapolis, MN  
 Nashville, TN  
 New York, NY  
 Novi, MI  
 Philadelphia, PA  
 Phoenix, AZ  
 Pittsburgh, PA  
 Portland, OR  
 Sacramento, CA

Draper (Salt Lake City), UT  
 San Bernardino, CA  
 San Diego, CA  
 San Francisco, CA  
 Santa Ana, CA  
 Santa Monica, CA  
 Schaumburg, IL  
 Seattle, WA  
 Sterling, VA  
 Sunnyvale, CA  
 Tampa, FL  
 Tucson, AZ  
 Vancouver, BC  
 York, PA

**MEDIA CONTACT**

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**SCHOOL LOCATIONS**

The Art Institute of Atlanta ® (Atlanta, GA)  
The Art Institute of Atlanta – Decatur (Decatur, GA)  
The Art Institute of Austin (Austin, TX)  
    A branch of The Art Institute of Houston® (Houston, TX)  
The Art Institute of California SM — Hollywood (Los Angeles, CA)  
The Art Institute of California SM — Inland Empire (San Bernardino, CA)  
The Art Institute of California SM — Los Angeles (Santa Monica, CA)  
The Art Institute of California SM — Orange County (Santa Ana, CA)  
The Art Institute of California SM — Sacramento (Sacramento, CA)  
The Art Institute of California SM — San Diego (San Diego, CA)  
The Art Institute of California SM — San Francisco (San Francisco, CA)  
The Art Institute of California SM — Sunnyvale (Sunnyvale, CA)  
The Art Institute of Charleston SM (Charleston, SC)  
    A branch of The Art Institute of Atlanta (Atlanta, GA)  
The Art Institute of Charlotte ® (Charlotte, NC)  
The Art Institute of Colorado ® (Denver, CO)  
The Art Institute of Dallas ® (Dallas, TX)  
The Art Institute of Fort Lauderdale ® (Fort Lauderdale, FL)  
The Art Institute of Fort Worth ® (Fort Worth, TX)  
    A branch of The Art Institute of Dallas ® (Dallas, TX)  
The Art Institute of Houston ® (Houston, TX)  
The Art Institute of Houston – North ® (Houston, TX)  
    A branch of The Art Institute of Houston® (Houston, TX)  
The Art Institute of Indianapolis SM (Indianapolis, IN) \*  
The Art Institute of Jacksonville SM (Jacksonville, FL)  
    A branch of Miami International University of Art & Design (Miami, FL)  
The Art Institute of Las Vegas ® (Henderson, NV)  
The Art Institute of Michigan SM (Novi, MI)  
The Art Institute of New York City ® (New York, NY)  
The Art Institute of Ohio SM — Cincinnati (Cincinnati, OH)\*\*  
The Art Institute of Philadelphia ® (Philadelphia, PA)  
The Art Institute of Phoenix ® (Phoenix, AZ)  
The Art Institute of Pittsburgh ® (Pittsburgh, PA)  
The Art Institute of Pittsburgh – Online Division (Pittsburgh, PA)  
The Art Institute of Portland ® (Portland, OR)  
The Art Institute of Raleigh-Durham SM (Durham, NC)  
The Art Institute of Salt Lake City SM (Draper, UT)  
The Art Institute of Seattle® (Seattle, WA)  
The Art Institute of Tampa SM (Tampa, FL)  
    A branch of Miami International University of Art & Design (Miami, FL)  
The Art Institute of Tennessee SM — Nashville (Nashville, TN)  
    A branch of The Art Institute of Atlanta (Atlanta, GA)  
The Art Institute of Tucson SM (Tucson, AZ)  
The Art Institute of Vancouver SM, BC  
    Burnaby location  
    Downtown location  
    Dubrule Culinary Arts location  
The Art Institute of Virginia Beach ® (Virginia Beach, VA) \*\*\*  
    A branch of The Art Institute of Atlanta (Atlanta, GA)  
The Art Institute of Washington ® (Arlington, VA) \*\*\*  
    A branch of The Art Institute of Atlanta (Atlanta, GA)  
The Art Institute of Washington – Northern Virginia ® (Sterling, VA) \*\*\*  
    A branch of The Art Institute of Atlanta (Atlanta, GA)  
The Art Institute of York – Pennsylvania (York, PA)  
The Art Institutes International – Kansas City SM (Lenexa, KS)  
The Art Institutes International Minnesota SM (Minneapolis)  
The Illinois Institute of Art ® — Chicago (Chicago, IL)  
The Illinois Institute of Art ® — Schaumburg (Schaumburg, IL)  
Miami International University of Art & Design SM (Miami, FL)  
The New England Institute of Art ® (Brookline, MA)

\* The Art Institute of Indianapolis is regulated by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080

\*\* The Art Institute of Ohio — Cincinnati, 8845 Governors Hill Drive, Suite 100, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B

\*\*\* Certified by the State Council of Higher Education to operate in Virginia

A range of online course opportunities is available. Degrees and programs vary by location.

**AREAS OF STUDY:** A variety of programs are available, from design and media arts to fashion and culinary. For a more complete listing of areas of study at The Art Institutes, visit: <http://www.artinstitutes.edu/areas-of-study>.

**ENROLLMENT** 76,500 students (as of Fall 2009)

**WEBSITE** <http://www.artinstitutes.edu>

*Updated: December 7, 2009*

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**ABOUT THE ART INSTITUTES**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals.

The Art Institutes schools faculty members are not only skilled instructors, but also trained professionals in their fields. Many faculty members have extensive industry experience, in addition to standard academic qualifications.

The Art Institutes operate in Arlington, VA; Atlanta, GA; Austin, TX; Brookline (Boston), MA; Charleston, SC; Charlotte, NC; Chicago, IL; Cincinnati, OH; Dallas, TX; Decatur, GA; Denver, CO; Novi (Detroit), MI (Detroit); Durham, NC; Fort Lauderdale, FL; Fort Worth, TX; Houston, TX (two locations); Indianapolis, IN; Jacksonville, FL; Lenexa (Kansas City), KS; Henderson (Las Vegas), NV; Los Angeles (Hollywood), CA; Santa Anna (Orange County), CA; Santa Monica (Los Angeles), CA; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; Draper (Salt Lake City), UT; San Bernardino, CA; San Diego, CA; San Francisco, CA; Schaumburg, IL; Seattle, WA; Sterling, VA; Sunnyvale, CA; Tampa, FL; Tucson, AZ; Burnaby (Vancouver), BC; and York, PA.

The Art Institutes schools offer a broad range of programs including Audio Production, Culinary Arts, Culinary Management, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design, Web Design & Interactive Media, Interior Design, Media Arts & Animation, Photography, Restaurant Management and Video Production. Not all programs are offered at all schools. The Art Institutes schools work closely with employers to design programs that meet specific industry needs.

The parent company of The Art Institutes, Education Management Corporation (<http://www.edmc.com>), with more than 136,000 students (as of October 2009), is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 94 locations in 28 U.S. states and in Canada. Education Management's educational institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology, legal studies and business fields, culminating in the award of associate's through doctoral degrees. Education Management has provided career-oriented education for more than 40 years.

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