

# The Art Institutes International-Kansas City<sup>SM</sup>

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June 23, 2008

As the arts community in greater Kansas City 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 Institutes International – Kansas City.

The Art Institutes International – Kansas City, scheduled to begin classes in August 2008, is one of The Art Institutes, a system of over 40 locations across North America, providing an important source of design, media arts, culinary arts, fashion, and fine arts professionals to the marketplace.

Initially, The Art Institutes International – Kansas City will offer bachelor's degree programs in Advertising, Culinary Arts, Digital Filmmaking & Video Production, Web Design & Interactive Media, Graphic Design, Fashion Marketing, and Interior Design; and associate's degree programs in Culinary Arts and Graphic Design.

Its location in Kansas City will afford students the opportunity to volunteer for civic organizations and enjoy all the culture and excitement a vibrant metropolitan area has to offer.

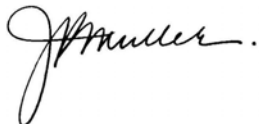
The Art Institutes International – Kansas City hopes to make an important contribution to the economic growth and social well-being of the area that it serves, providing higher education opportunities that prepare graduates for entry-level positions in the creative arts professions they have selected.

After you've had a chance to review the enclosed media kit, I would like to extend a personal invitation for you to meet Susanne Behrens, president of The Art Institutes International – Kansas City. Ms. Behrens is available to the media to discuss the importance of the community to The Art Institutes International – Kansas City; its strengths, mission, people and programs; and plans for future growth and development. She also can provide you with information on enrollment trends, 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 Scott Wagner at Fasone & Partners at (816) 753-7272, [scott@fasonepartners.com](mailto:scott@fasonepartners.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

## PRESS RELEASE

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CORPORATE MEDIA CONTACT:  
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### **EDUCATION MANAGEMENT LLC ANNOUNCES THE OPENING OF THE ART INSTITUTES INTERNATIONAL – KANSAS CITY** *Classes Begin in August 2008 at The Art Institutes' First School Location in Kansas*

(KANSAS CITY – June 25, 2008) Education Management LLC (EDMC) today announces the addition of The Art Institutes International – Kansas City to its Art Institutes system of schools. The school will be the first location of The Art Institutes in the state of Kansas.

With its first day of classes planned for August 21, 2008, The Art Institutes International – Kansas City, a branch of The Art Institute of Phoenix, will occupy approximately 32,000 square feet at 8208 Melrose Drive in Overland Park, Kansas. The school will begin enrolling students immediately.

“Kansas City is a natural market for The Art Institutes,” said John Mazzone, president of The Art Institutes. “Our new location in Kansas will be a destination for residents in the Midwest to receive a quality education in culinary, design, and media arts, and we are looking forward to being an important partner in its educational community.”

Initially, The Art Institutes International – Kansas City will offer bachelor’s degree programs in Advertising, Culinary Arts, Digital Filmmaking & Video Production, Fashion Marketing, Graphic Design, Interior Design, and Web Design & Interactive Media; and associate’s degree programs in Culinary Arts and Graphic Design.

“I am looking forward to growing our institution in the Kansas City area, to serve a broad audience of students and employers through our programs in the creative arts,” said Susanne Behrens, newly appointed president of The Art Institutes International – Kansas City.

For information on classes at The Art Institutes International – Kansas City, call (866) 530-8508 or visit the school’s website at <http://www.artinstitutes.edu/kansascity>.

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*The Art Institutes International – Kansas City is accredited by the Accrediting Council for Independent Colleges and Schools as a branch of The Art Institute of Phoenix. The Kansas Board of Regents has approved The Art Institutes International – Kansas City to operate in the State of Kansas.*

*The parent company of The Art Institutes, Education Management LLC (<http://www.edmc.com>), with approximately 96,000 students as of the fall of 2007, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 86 locations in 27 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 over 40 years.*

**CORPORATE MEDIA CONTACT:**

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**PRESIDENT**

Susanne Behrens

**ABOUT THE ART INSTITUTES INTERNATIONAL – KANSAS CITY**

- The Art Institutes International – Kansas City is one of The Art Institutes, a system of over 40 locations across North America.
- The Art Institutes International – Kansas City was founded in 2008 and will occupy approximately 32,000 square feet of classroom, computer lab, library, and office space.
- The Art Institutes International – Kansas City is a location of The Art Institutes schools, providing career-oriented educational programs in design, media arts, culinary arts, fashion, and fine arts.

**ACADEMIC PROGRAMS OFFERED**

- ADVERTISING – Bachelor of Arts
- CULINARY ARTS – Bachelor of Arts, Associate of Applied Science
- DIGITAL FILMMAKING & VIDEO PRODUCTION – Bachelor of Arts
- FASHION MARKETING – Bachelor of Arts
- GRAPHIC DESIGN – Bachelor of Arts, Associate of Applied Science
- INTERIOR DESIGN – Bachelor of Arts
- WEB DESIGN & INTERACTIVE MEDIA – Bachelor of Arts

**ACCREDITATION AND STATE LICENSING**

The Art Institutes International – Kansas City is accredited by the Accrediting Council for Independent Colleges and Schools as a branch of The Art Institute of Phoenix. The Kansas Board of Regents has approved The Art Institutes International – Kansas City to operate in the State of Kansas.

**LOCATION**

The Art Institutes International – Kansas City  
8208 Melrose Drive  
Overland Park, KS 66214  
Phone: (913) 217-4600  
Toll Free: (866) 530-8508

**WEBSITE**

<http://www.artinstitutes.edu/kansascity>

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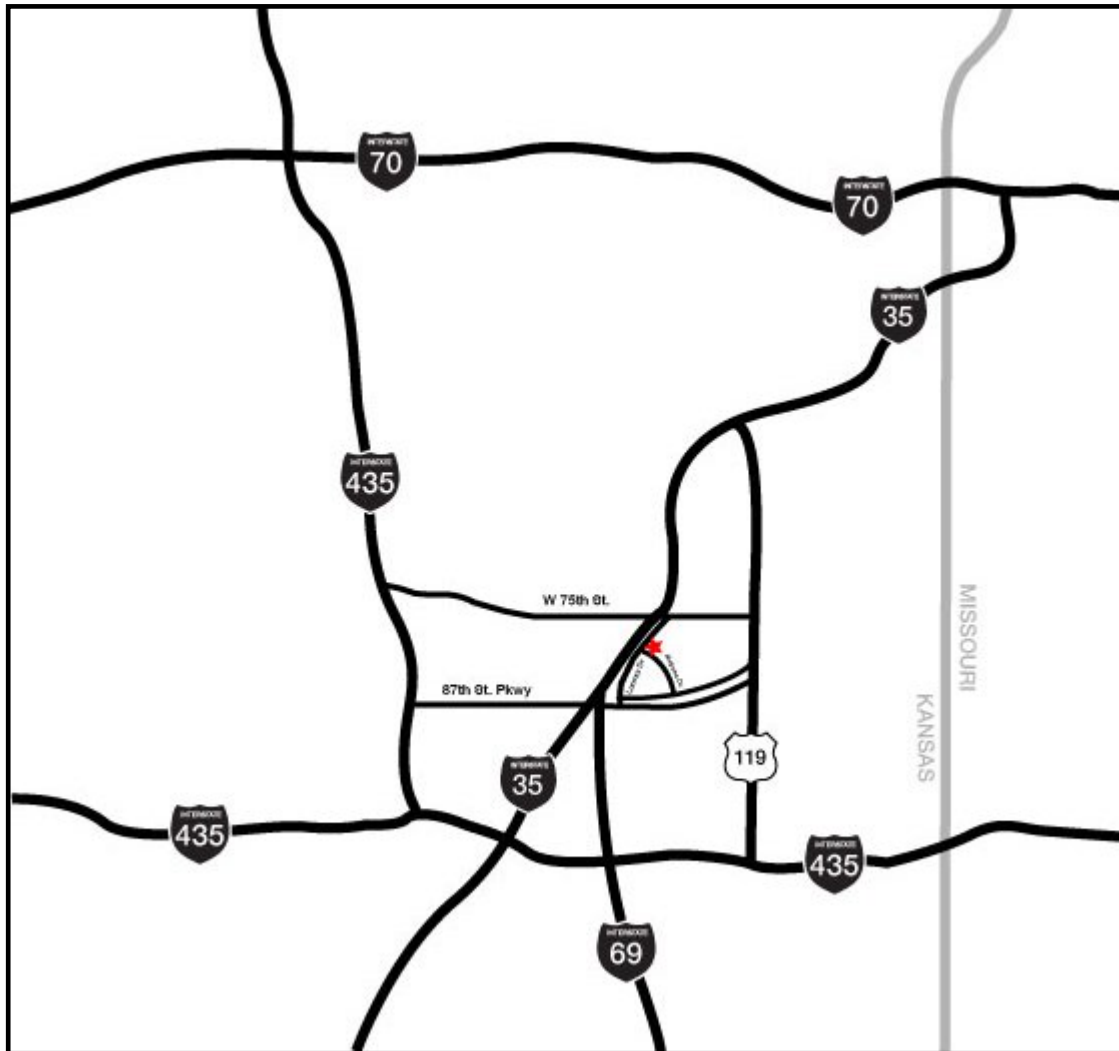
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**SUSANNE BEHRENS  
PRESIDENT, THE ART INSTITUTES INTERNATIONAL – KANSAS CITY**

Susanne Behrens is president of The Art Institutes International – Kansas City. Prior to becoming president of the school, Behrens served as Director of Admissions at its sister institution, The Art Institute of Houston, where she oversaw the admissions function of the school, new program development, co-authored career development curriculum and textbooks, and launched the first official alumni organization for the school while serving in the Director of Career Services role. Before joining The Art Institutes, Behrens was Career and Technology Education Director for Alief Independent School District and Instructor for Katy Independent School District in Texas. Behrens received a Master of Science in Hospitality Management and a Bachelor of Science in Hotel & Restaurant Management from the Conrad N. Hilton College of Hotel and Restaurant Management at the University of Houston, and an Associate of Arts degree from Blinn College.



**From the East (St. Louis)**

Take I-70 West toward Kansas City. Take exit 8A onto I-435 South toward Wichita. Take exit 81 onto US-69 North. Take the 87th St. exit. Go straight off of exit ramp onto Lenexa Dr. Make right turn onto Melrose Dr.

**From the South (Wichita)**

Take I-35 North toward Kansas City. Take exit 225A, for 87th St. Pkwy. Make right turn onto W 87th from exit. Make left turn onto Lenexa Dr. Make right turn onto Melrose Dr.

**From the West (Topeka)**

Take I-70 East toward Kansas City. Take exit 411A, to I-435 South. Take exit 83, to I-35 North. Take exit 225A, for 87th St. Pkwy. Make right turn onto W 87th from exit. Make left turn onto Lenexa Dr. Make right turn onto Melrose Dr.

**From the North/Kansas City International Airport**

Take I-435 South. Take exit 83, to I-35 North. Take exit 225A, for 87th St. Pkwy. Make right turn onto W 87th from exit. Make left turn onto Lenexa Dr. Make right turn onto Melrose Dr.

**The Art Institutes International – Kansas City**

8208 Melrose Drive  
Overland Park, KS 66214  
Phone: (866) 530-8508

Website: <http://www.artinstitutes.edu/kansascity>



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International-Kansas City<sup>SM</sup>**

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**MEDIA CONTACT**

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**SCHOOL LOCATIONS**

The Art Institute of Atlanta®, GA  
The Art Institute of Atlanta – Decatur, GA  
The Art Institute of Austin, TX  
    A branch of The Art Institute of Houston®, TX  
The Art Institute of California SM — Inland Empire  
The Art Institute of California SM — Los Angeles  
The Art Institute of California SM — Orange County  
The Art Institute of California SM — Sacramento  
The Art Institute of California SM — San Diego  
The Art Institute of California SM — San Francisco  
The Art Institute of California SM — Sunnyvale  
The Art Institute of Charleston SM, SC  
    A branch of The Art Institute of Atlanta, GA  
The Art Institute of Charlotte®, NC  
The Art Institute of Colorado® (Denver)  
The Art Institute of Dallas®, TX  
The Art Institute of Fort Lauderdale®, FL  
The Art Institute of Houston®, TX  
The Art Institute of Indianapolis SM, IN \*  
The Art Institute of Jacksonville SM, FL  
    A branch of Miami International University of Art & Design  
The Art Institute of Las Vegas®, NV  
The Art Institute of Michigan SM (Detroit)  
The Art Institute of New York City®, NY  
The Art Institute of Ohio SM — Cincinnati\*\*  
The Art Institute of Philadelphia®, PA  
The Art Institute of Phoenix®, AZ  
The Art Institute of Pittsburgh®, PA  
The Art Institute of Pittsburgh – Online Division  
The Art Institute of Portland®, OR  
The Art Institute of Salt Lake City SM, UT  
The Art Institute of Seattle®, WA  
The Art Institute of Tampa SM, FL  
    A branch of Miami International University of Art & Design  
The Art Institute of Tennessee SM — Nashville  
    A branch of The Art Institute of Atlanta, GA  
The Art Institute of Tucson SM, AZ  
The Art Institute of Vancouver SM, BC  
    Burnaby location  
    Downtown location  
    Dubrulle Culinary Arts location  
The Art Institute of Washington® (Arlington, VA)  
    A branch of The Art Institute of Atlanta, GA  
The Art Institute of York – Pennsylvania (York, PA)  
The Art Institutes International – Kansas City SM  
The Art Institutes International Minnesota SM (Minneapolis)  
California Design College SM (Los Angeles)  
The Illinois Institute of Art® — Chicago  
The Illinois Institute of Art® — Schaumburg  
Miami International University of Art & Design SM, FL  
The New England Institute of Art® (Boston, MA)

\* The Art Institute of Indianapolis is licensed 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

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









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**ABOUT THE ART INSTITUTES**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of over 40 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; Boston, MA; Charleston, SC; Charlotte, NC; Chicago, IL; Cincinnati, OH; Dallas, TX; Decatur, GA; Denver, CO; Detroit, MI; Fort Lauderdale, FL; Houston, TX; Indianapolis, IN; Jacksonville, FL; Kansas City, KS; Las Vegas, NV; Los Angeles (Orange County), CA; Los Angeles (Santa Monica), CA; Los Angeles (Wilshire Boulevard), CA; Miami, FL; Minneapolis, MN; Nashville, TN; New York, NY; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; Salt Lake City, UT; San Bernardino, CA; San Diego, CA; San Francisco, CA; Schaumburg, IL; Seattle, WA; Sunnyvale, CA; Tampa, FL; Tucson, AZ; 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.

Each of The Art Institutes schools is licensed by the state in which it is located and is authorized to confer its respective diplomas, and associate's, bachelor's, and master's degrees. All of The Art Institutes schools are separately accredited by one or more independent accrediting agencies recognized by the Department of Education.

The parent company of The Art Institutes, Education Management LLC (<http://www.edmc.com>), with 96,000 students as of Fall 2007, is among the largest providers of post-secondary education in North America, based on student enrollment and revenue. Education Management has 86 locations in 27 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 over 40 years.

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Education Management LLC ([www.edmc.com](http://www.edmc.com)) is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue, with 86 locations in 27 U.S. states and in Canada. Headquartered in Pittsburgh, Pennsylvania, Education Management LLC (EDMC) employs more than 14,480 faculty and staff and had a fall 2007 enrollment of 96,000 students.

EDMC's Argosy University ([www.argosy.edu](http://www.argosy.edu)) provides graduate and undergraduate degree programs in various fields including clinical psychology, counseling, education, business, and the health sciences. EDMC's The Art Institutes schools ([www.artinstitutes.edu](http://www.artinstitutes.edu)) offer various degree and non-degree programs, including master's, bachelor's, associate's, and non-degree programs in the areas of design, media arts, fashion, and culinary arts. EDMC's Brown Mackie College schools ([www.brownmackie.edu](http://www.brownmackie.edu)) offer bachelor's degree, associate's degree, and diploma programs in health sciences, business, information technology, legal studies, and design technologies. EDMC's South University ([www.southuniversity.edu](http://www.southuniversity.edu)) offers graduate and undergraduate degree programs in various fields including business, legal studies, information technology, and health sciences fields.

EDMC has provided career-oriented education for over 40 years. EDMC faculty members are not only skilled instructors, but also trained professionals in their fields. Many faculty members have extensive industry experience as well as standard academic qualifications.

**Argosy University**

Argosy University ([www.argosy.edu](http://www.argosy.edu)), with 19 campus locations in 13 states, is a private academic institution dedicated to providing undergraduate and graduate degrees to students in a supportive learning environment where academic knowledge is enriched by the acquisition of interpersonal skills vital to success. With one of the largest communities of graduate students in the nation, Argosy University offers doctoral and master's degree programs in psychology, business, counseling, and education. The institution also offers bachelor's degree programs in psychology and business, and associate's degree programs in various health sciences fields. Argosy University is accredited by the Higher Learning Commission and is a member of the North Central Association (NCA) (30 N. LaSalle Street, Suite 2400, Chicago, IL 60602; [www.ncahlc.org](http://www.ncahlc.org)).

**Western State University College of Law**

Graduates of Western State University College of Law ([www.wsulaw.edu](http://www.wsulaw.edu)), located in Fullerton, CA, are employed in private practice and serve in public office throughout southern California and the country. They include hundreds of prosecutors and public defenders throughout California and countless professionals in private practice, in administrative and government positions within state and local bar associations, and in a number of diverse ethnic and gender-related organizations.

(more)

### **The Art Institutes**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of over 40 education institutions located throughout North America, is an important source of design, media arts, fashion and culinary arts professionals.

The Art Institutes schools offer a broad range of programs including: Audio Production, Computer Animation, Culinary Arts, Culinary Management, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design Technology, Web Design & Interactive Media, Interior Design, Media Arts & Animation, Photography, Restaurant Management, and Video Production. Not all programs are offered at all schools.

### **Brown Mackie College**

With 19 school locations, the Brown Mackie College system of schools ([www.brownmackie.edu](http://www.brownmackie.edu)) offers bachelor's degree, associate's degree, certificate and diploma programs in health sciences, business, information technology, design, and legal studies. Its academic programs include Medical Assisting, Practical Nursing, Occupational Therapy Assistant, Physical Therapist Assistant, Business Management, Accounting Technology, Computer Applications, Computer Programming & Applications, Electronics, Paralegal, Criminal Justice, Audio/Video Production, and Computer-Aided Design & Drafting Technology.

### **South University**

South University ([www.southuniversity.edu](http://www.southuniversity.edu)) is a five-campus institution that has used a combination of a diverse curriculum, an educational delivery that focuses on the student, and a teaching philosophy that blends the academic with the practical to meet the needs of a wide variety of students. Campuses are located in Savannah, GA; Montgomery, AL; Columbia, SC; Tampa, FL; and West Palm Beach, FL.

On all five campuses, South University is divided into the School of Business and the School of Health Professions. In 2003, South University became the only proprietary institution accredited at the doctoral level by the Southern Association of Colleges and Schools. The South University School of Pharmacy in Savannah, offering the Doctor of Pharmacy degree, is the first proprietary pharmacy school to be granted accredited status by the American Council on Pharmaceutical Education.

EDMC schools strive to work closely with employers to design programs that meet specific industry needs. Each EDMC school is licensed by the state in which it is located and is authorized to confer its respective doctoral, master's, bachelor's, associate's and certificate level programs.