



# The Art Institute of California<sup>SM</sup> - Sunnyvale

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January 10, 2008

As the arts community in California's Silicon Valley region 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 California – Sunnyvale.

The Art Institute of California – Sunnyvale, scheduled to begin classes in March 2008, is one of The Art Institutes, a system of 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 Institute of California – Sunnyvale will offer bachelor's degree programs in Culinary Management, Digital Filmmaking & Video Production, Fashion Marketing & Management, Graphic Design, Interior Design, and Web Design & Interactive Media; and associate's degree programs in Culinary Arts, Graphic Design, and Web Design & Interactive Media.

Its location in the heart of Silicon Valley, as well as close proximity to San Francisco and San Jose, will afford students the opportunity to volunteer for civic organizations and enjoy all the culture and excitement a vibrant region has to offer.

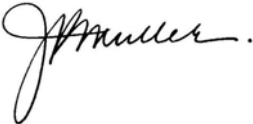
The Art Institute of California – Sunnyvale hopes to make an important contribution to the economic growth and social well-being of the area that it serves, providing higher education opportunities that prepare graduates for entry-level positions in the creative arts professions they have chosen.

After you've had a chance to review the enclosed media kit, I would like to extend a personal invitation for you to meet Daniel Cardenas, president of The Art Institute of California – Sunnyvale. Mr. Cardenas is available to the media to discuss the importance of the community to The Art Institute of California – Sunnyvale; its strengths, mission, people and programs; and plans for future growth and development. He 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 Alicia Balkrishna of Landis Communications at (415) 359-2316, [alicia@landispr.com](mailto:alicia@landispr.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