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FOR IMMEDIATE RELEASE

Worcester, MA... WCUW 91.3 FM, Worcester's only non-profit non-commercial Community Radio station, is excited to announce that it is the recipient of a TDI Creative Catalyst Grant in the amount of \$32,000.



In July 2023 MassDevelopment awarded \$500,000 in grants to nine organizations, including WCUW Inc., for public-facing projects in Gateway Cities that support arts-and culture-based economic development and neighborhood revitalization, such as public art, arts programming and events, space activation, collaborative workspaces, mentoring and educational opportunities in the arts, and more. The funding was awarded through the fourth round of MassDevelopment's Transformative Development Initiative (TDI) Creative Catalyst Grant program, a competitive opportunity for eligible Gateway Cities.

The project, "Broadcasting Our Stories Brings Them to Life," will bring the local Main South community of Worcester - businesses, nonprofits, and creatives (musicians, actors, artists, and other creatives), into the radio station and provide space as available for meetings, rehearsals, and performances. Even more than that, this grant will bring the staff and programmers of WCUW out into the community to help to collect and tell the stories of the entrepreneurs, creative professionals, and artists, locals, and immigrants, old and young, who have become the foundation of this area's creative economy.

"So many businesses are talking about how important it is to tell their stories of how their businesses are uplifting the community. We hope that the sharing of these entrepreneurial journeys can inspire a new generation of aspiring business leaders" said WCUW Board Chair Darren Pinto. "All over the world people are telling their stories to raise awareness of their successes and their local issues. The Main South community of Worcester has so many stories to tell, and we believe that WCUW can capture and amplify those stories on the air and elsewhere."

Troy Tyree, WCUW's Executive Director agrees, "We've been the voice of Main South for 100 years. First as a radio station that was part of Clark University, and since 1973, as a non-profit non-commercial Community Radio station." Pinto continued, "We have an obligation as a nonprofit Community Radio station in this community to help to get these stories told...and heard. Especially in this our 50th Anniversary as an independent nonprofit." In addition to gathering these stories, in the summer of 2024 WCUW will partner with the YMCA of Central Massachusetts on Main Street and host two pop-up events featuring live performances and recordings of these many stories of the people of Main South.

WCUW is extremely grateful to MassDevelopment for its insight, advice, and for awarding this significant grant at a very important time in the station's own evolution. Tune in to WCUW 24/7 at WCUW 91.3 FM or streaming live at wcuw.org. Go to the WCUW.org website regularly to find out about broadcast schedules and live concerts in the Front Room.

MassDevelopment's TDI Creative Catalyst Grant program is made possible by the Barr Foundation, which since 2019 has awarded \$4.4 million to MassDevelopment to create and administer arts-based programming that directly supports the expansion of cultural and creative industries in Gateway Cities. Gateway Cities have historically been home to many vibrant cultural and creative assets, and MassDevelopment's TDI Creative Catalyst Grant program seeks to amplify the vibrancy of these communities by providing grant funding for locally initiated arts and culture-based projects.

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For interview inquiries with Darren Pinto or Troy Tyree contact WCUW directly at 508.753.1012 or wcuw@wcuw.org ...

Photo below



Photo Caption – Standing in the newly renovated broadcast studio of WCUW 91.3 FM at 910 Main Street, Worcester, are (l-r) Pedro Soto (TDI/MassDevelopment), Darren Pinto (WCUW Board Chair), and Troy Tyree (WCUW Executive Director). TDI awarded \$32,000 to WCUW for the project “Broadcasting Our Stories Brings Them to Life,” to help gather, record, and broadcast the stories of the people of Main South in Worcester. (photo credit Mitch Gordon)