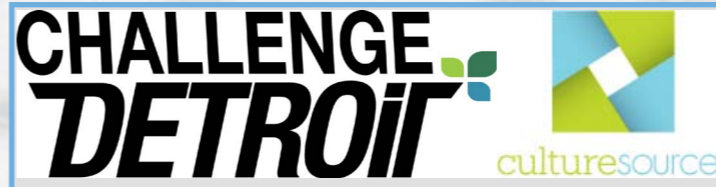


D-BLAST



Challenge Detroit is back, partnering with Culture Source, for our second to last challenge. Culture Source advocates and supports many of the great arts and culture nonprofits located Southeast Michigan. There are roughly 120 nonprofit members of Culture Source, ranging from the

Henry Ford to MOCAD to Pewabic Pottery.

Our challenge will enhance their new marketing and fundraising campaign, which launches in 2014. The Fellows will provide data and ideas to help market the campaign towards young creative adults who live in Detroit and Southeast Michigan. We will uncover what young creative adults see as challenges when attending cultural engagements and if these barriers prevent them from attending other events. Similarly, the Fellows will find young creative adult's motivation for getting involved in cultural activities and what can currently be tweaked to make cultural events more enjoyable.

If you are interested in learning more about Culture Source, please checkout their website. You may want to take advantage of the Charitable Volunteer Program and participate in an event with others at Billhighway.

Also, check out the Challenge Detroit Fellows via their weekly spotlights. You can find more videos and older spotlights here at the Challenge Detroit Youtube page.

-Isaac

Taste the World
Thursday, June 20th 6:30-9pm

Detroit Passport to the Arts Party
Friday, June 21st 8:30-11pm

Summer Beer Fest
June 21st-22nd

Detroit River Days
June 21st-23rd

DIA Inside/Out: SW Detroit
June 22nd- 23rd

Motor City Bike Ride
Saturday, June 22nd 6:30am-4pm



June Wine Tasting
Saturday, June 22nd 6-8:30pm



Heidelberg Project's Family Fund Day
Sunday, June 23rd 12-3pm



Ford Fireworks
Monday, June 24th 7-10pm



Model D Speaker Series: Detroit Regional City
Wednesday, June 26th 5:30pm



billhighwaySM