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FOR IMMEDIATE RELEASE

WATCH BIG NIGHT IN FOR THE ARTS 2024

Presented by WRAL and Four Triangle Arts Councils on March 7

Featuring Tift Merritt, Pierce Freelon, Tray Wellington, Gabriel Eng-Goetz, Takiri Folclor Latino, and Jordan Wiley

[Raleigh, NC—] On March 7, 2024, local arts agencies from Wake, Durham, Chatham, and Orange counties will once again partner with WRAL to present the much-anticipated **Big Night In for the Arts**. This regional fundraising initiative celebrates the arts in our region and boasts a superstar line-up including Grammy-nominated folk musician **Tift Merritt**, Grammy-nominated hip-hop musician **Pierce Freelon**, award-winning Bluegrass musician, **Tray Wellington**, artist and designer **Gabriel Eng-Goetz**, emerging filmmaker, **Jordan Wiley**, and the dynamic Latin American dance group **Takiri Folclor Latino**.

The arts are vital to our economy and quality of life in the Triangle. According to the newly released *Arts & Economic Prosperity 6*, an economic and social impact study conducted by Americans for the Arts, the Triangle-wide nonprofit arts and cultural sector **generated \$894.7 million in economic activity in 2022 and provided 14,577 jobs**.

Now in its fourth year, Big Night In has raised more than **\$798,000** to ensure that arts and culture will continue to thrive. This year, we hope to reach \$1 million for the arts!

Tune in to WRAL on March 7, 2024, at 7:00 p.m. and show your support of the arts! Arts lovers are invited to join the effort as [sponsors](#) or donate live during the event. Contributions

benefit the four counties collectively, or donors can designate support for a specific county. **The sponsorship deadline is February 16, 2024.**

Beyond the WRAL broadcast, **Big Night In for the Arts 2024 will include a Triangle-wide watch party.** **Big Night In sponsors** at all levels will be invited to the in-person watch party as we celebrate the arts in our region with live performances, drinks, food, and more at the Durham Arts Council's PSI Theater in Downtown Durham, NC.

For more information, visit <https://bignightin.org/> or contact Sherry DeVries, sdevries@durhamarts.org with questions.

Tune in to WRAL at 7:00 p.m. on March 7, 2024, to show your unwavering support for the arts and enjoy a Big Night In for the Arts.

About Big Night In for the Arts:

Born out of love and respect for the arts, Big Night In for the Arts is a regional fundraising event to ensure that arts and culture will continue to thrive and remain part of what makes our region a unique place to live. Arts agencies from Chatham, Durham, Orange, and Wake Counties have joined together to support a mutual cause. In partnership with WRAL-TV, the Chatham Arts Council, the Durham Arts Council, the Orange County Arts Commission, and the United Arts Council of Raleigh and Wake County are working together to maximize efforts to rally robust financial support for artists and arts/cultural organizations during Big Night In. For more information, please visit bignightin.org

About the Durham Arts Council:

The Durham Arts Council is a 501(c)(3) nonprofit and local arts agency dedicated to supporting the arts in Durham and the entire Triangle Region in North Carolina and has served the community since 1954. Each year DAC serves over 400,000 visitors and program participants, over 2,000 artists, and more than 300 arts and cultural organizations through classes, artist residencies, exhibits, festivals, grants programs, technical support, creative economy initiatives, arts advocacy, and information services.

Durham Arts Council, Inc. is a catalyst in the cultural development of Durham - it leads, inspires, and promotes excellence in and access to the creation, experience, and active support of the arts for all the people of our community. For more information call 919.560.ARTS(2787) or visit our website at www.durhamarts.org

About WRAL-TV'S Parent Company:

Capitol Broadcasting Company, Inc. is a diversified communications company which owns and/or operates [WRAL-TV](#), [WRAZ-TV](#), [WRAL-FM](#), [WRAL-HD2](#), [WNGT-CD](#), [WCMC-FM](#), [WCMC-HD1](#), [WDNC-AM](#), [WCMC-HD2](#), [WCMC-HD3](#),

[WCLY-AM](#), [WCMC-HD4](#), [Microspace](#), [WRAL Digital](#) and [Wolfpack Sports Properties](#) (a joint venture with Learfield) in Raleigh, NC; [WILM-TV](#), [WILT-LD](#) and [Sunrise Broadcasting](#) in Wilmington, NC; [The Durham Bulls Baseball Club](#), [Bull City Hospitality](#), the [American Underground](#) startup hub in Durham, NC; and real estate interests including the [American Tobacco Historic District](#) in Durham, NC, and [Rocky Mount Mills](#) in Rocky Mount, NC.