



### **ACROSS BORDERS HONORED BY PUBLIC RELATIONS SOCIETY PRism Award Recognizes MAG, Nazareth College Arts Center Partnership**



ROCHESTER, NY, July 17, 2008 — A year-long, community-wide partnership developed by the Memorial Art Gallery and Nazareth College Arts Center has received an Award of Excellence from the Rochester chapter of the Public Relations Society of America (PRSA). *Across Borders* was honored at last month's PRism Awards ceremony for its exploration of contemporary Latin American and Latino art and culture through more than three dozen events sponsored by MAG, The Arts Center and other area organizations.

PRism awards are given annually to recognize public relations programs that incorporate sound research, planning, execution and evaluation.

In its second year, *Across Borders* continues to build on its success. For 2008-09, the focus is much broader—the arts and culture of the entire eastern hemisphere—with exhibitions and events that challenge our perceptions of what is east and what is west.

For a complete list of upcoming events, visit [acrossborders.rochester.edu](http://acrossborders.rochester.edu).

**Press contact:**

Shirley Wersinger, Memorial Art Gallery, 585.276.8935  
[swersinger@mag.rochester.edu](mailto:swersinger@mag.rochester.edu)



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The images above are from the 2007–08 season of *Across Borders*. Pictured at left, *Untitled Figure* (2000) by Salomón Huerta was on view at MAG in the exhibition *TRANSactions: Contemporary Latin American and Latino Art*. Collection of the Museum of Contemporary Art San Diego. Pictured at right, Ballet Hispanico performed at Nazareth College Arts Center.