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## **New Arts and Culture Website Launches 4/17, Provides a Comprehensive Utah Calendar of Events**

(Salt Lake City, UT --- April 14, 2008 --- ) NowPlayingUtah.com, a website designed to serve as the all-inclusive resource for “what to do” and “where to go” in the state of Utah, launches April 17. NowPlayingUtah.com is a project of the Utah Arts and Cultural Coalition – a non-profit program in partnership with the Utah Arts Council, Salt Lake County Zoo Arts & Parks Program and the Salt Lake Convention & Visitors Bureau.

NowPlayingUtah.com is designed to let citizens and visitors know more about the arts and entertainment opportunities in the State of Utah. It will encourage people to get out and see a show, visit an exhibit, take their family or friends to a festival... basically just get out and discover all the amazing things happening throughout our community!

By providing comprehensive information about what to do and where to go for unique cultural experiences, NowPlayingUtah.com aims to inspire great participation in this broad range of events and activities.

Utah is the first state to undertake this comprehensive program. Other Artsopolis Network members are regions, cities or entities located in Texas, Colorado, Minnesota, North Dakota, North Carolina, Tennessee, Indiana, Arizona and California. The program allows the member organizations to take control of their own media and increase the visibility of the arts in their areas. The program is customized and user-friendly, provides a searchable calendar of events and provides directory listings for organizations and venues.

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