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## Ginsberg tapped for area arts honor

JOSH O'LEARY • IOWA CITY PRESS-CITIZEN • JANUARY 5, 2011


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Businessman Mark Ginsberg has been championing the arts scene in Iowa City for nearly 25 years.


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Now the arts and cultural community is returning the favor.

The Iowa Cultural Corridor Alliance announced Tuesday that Ginsberg is this year's recipient of the 2010 Larry Eckholt Award, which is presented annually to an advocate for the area's arts.

It's the second patronage award Ginsberg has received in recent months. In October, Americans for the Arts named his jewelry store, M.C. Ginsberg, one of the nation's top 10 companies that support the arts.

"Mark is a wonderful example of someone in the community who is passionate about the arts and culture sector," said Abby Ballain, executive director of the Iowa Cultural Corridor Alliance. "His passion for the arts is contagious. Mark is always looking for ways to assist the corridor's cultural organizations."

ICCA's board of directors voted to give Ginsberg the honor after receiving nominations from all of the organization's 150 partners. He will receive the award at the ICCA's annual Icky Honors, an annual event for area arts groups, Jan. 31 at The Englert Theatre.

Ginsberg said the recognition reinforces the impact of the work he and others have put in to help improve the community's quality of life through the arts.

"It shows that all of us, big or small, have an opportunity to affect change positively," he said.

Shortly after taking the reins of the family business in 1985, Ginsberg established the M.C. Ginsberg Fund, which has since served the Iowa City arts community with free exhibitions, public lectures, artists' workshops and community arts events.

Ginsberg also co-founded the Iowa City Jazz Festival, which has become a summer staple over the past two

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decades. And in 2010, he helped spearhead a new project to put public pianos on downtown sidewalks.

Ginsberg's business has contributed 20 percent to 30 percent of its net profits every year for the last 26 years to local arts causes, amounting to more than \$1 million in donations.

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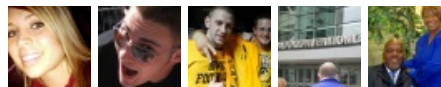
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