



# ABOUT TRIAD CULTURAL ARTS



## *The Mission:*

*To provide culturally immersive experiences which preserve, interpret and exhibit the heritage of Black Americans through public and educational programming.*

Triad Cultural Arts, Inc. (TCA) was founded in 2007 as a nonprofit, community based, multi-disciplinary cultural arts organization. A leader in bringing recognition to Black American history and culture, TCA is dedicated to presenting programming that contributes to a culturally competent community so that significant and lasting improvements can be made in our society. Culturally immersive experiences including festivals, tours, and special events are sponsored to preserve, interpret and exhibit the heritage of Black Americans - for all people.

The inaugural Juneteenth celebration in 2005 had a marked impact with special guest speaker Dr. Maya Angelou. The streets at the intersections of Martin Luther King Drive and Fifth and at File Street and Martin Luther King Drive have been re-named Juneteenth Drive honorarily, by Mayor Allen Joines and the Winston-Salem City Council. The festival has brought together diverse community organizations to celebrate. Triad Cultural Arts served as the collaborative organizer for the Juneteenth observances in High Point, and Greensboro, North Carolina.

Triad Cultural Arts is a leader in bringing recognition to historic African American events. TCA led the community in a candlelight vigil for the 40th Anniversary of the Assassination of Dr. Martin Luther King, Jr., presented Mr. Bob Motley, the only living umpire from the Negro Baseball League and have presented several Black History Month events throughout the city. Since 2009, in collaboration with community groups, TCA spearheads the City-wide Kwanzaa Celebration.

The founder, Cheryl Harry who leads the organization, is the former director of African American Programming at Old Salem Museums & Gardens. There she managed the historic St. Philips Heritage Center and interpreted the unique 18th and 19th century African American history to the diverse audiences and museum visitors. She was formally vice president of Community Outreach for the Arts Council of Winston-Salem/Forsyth County. In this capacity she worked to ensure the successful integration of arts events and programs into urban and underserved communities.

# TCA

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