

# D-BLAST



Challenge Detroit is back, partnering with Culture Source, for our second to last challenge. Culture Source advocates and supports many of the great arts and culture nonprofits located Southeast Michigan. There are roughly 120 nonprofit members of Culture Source, ranging from the

Henry Ford to MOCAD to Pewabic Pottery.

Our challenge will enhance their new marketing and fundraising campaign, which launches in 2014. The Fellows will provide data and ideas to help market the campaign towards young creative adults who live in Detroit and Southeast Michigan. We will uncover what young creative adults see as challenges when attending cultural engagements and if these barriers prevent them from attending other events. Similarly, the Fellows will find young creative adult's motivation for getting involved in cultural activities and what can currently be tweaked to make cultural events more enjoyable.

If you are interested in learning more about Culture Source, please checkout their website. You may want to take advantage of the Charitable Volunteer Program and participate in an event with others at Billhighway.

Also, check out the Challenge Detroit Fellows via their weekly spotlights. You can find more videos and older spotlights here at the Challenge Detroit Youtube page.

-Isaac

Drinks X Design  
Thursday, June 13th 5-8pm

Detroit FC  
Friday, June 14th 7:30-9:30pm

Jazzin' on Jefferson  
June 14th-June 15th

Beer Tasting Boat Cruise  
Sunday, June 16th 3-7pm

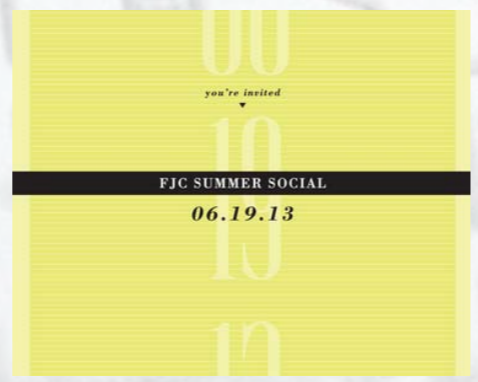


Slow Roll: Sugar House  
Monday, June 17th 7-9:30pm

FJC Summer Social  
Wednesday, June 19th 6:30-10pm

Wednesday Night at the Movies  
Wednesday, June 19th 9:30pm

Advanced Thinking: Pecha Kucha Call for Entries  
Due: July 17th



billhighway<sup>SM</sup>