



**ReadyssetDC**  
A CREATIVE URBAN ENTERPRISE

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**ReadyssetDC presents “For the Love of DC” December 10th, 2009:**

**Washington, DC** - (November 22nd, 2009): ReadyssetDC, the “Creative Urban Enterprise” will hold its official launch party on December 10th, 2009 at the newly reopened Long View Gallery at 1234 9th Street NW. The theme and title “*For the Love of DC*” reflects the website’s mission to promote and spotlight the urban renaissance that’s happening here in the nation’s capital and coincides with ReadyssetDC’s new site redesign. “For the Love of DC” also marks the beginning of the ReadyssetDC creative agency; offering branding, web design, photography, video, writing and marketing services.

“*For the Love of DC*” will begin at 7pm and run until midnight. The event is an RSVP only affair and will feature several artist exhibitions as well as three live performances. There will be three photography exhibitions; Tracy Clayton, Lillian Cho and Paul Fredrickson, all local photographers and contributors to ReadyssetDC. Also included, will be the nationally recognized artists of “No Kings” Collective who will provide an original art installation coinciding with the event’s theme. “*For the Love of DC*” will feature DC music acts; DJ Tittsworth, Bullfight Academy featuring hip hop artist duo Henry Mills & DJ Fleg (AWR) and a special surprise rock band.

“*For the Love of DC*” will be an interactive experience, working with our sponsors, HP, Intel and Best Buy, to facilitate live testing of the HP ENVY. Event goers will have a chance to win a new *Envy 15 Beats Limited Edition*, which will be raffled off by DJ Tittsworth. A majority of the proceeds will benefit Arts for the Aging, Inc. (AFTA) a 501(c)(3) not-for-profit organization that provides visual, performing, literary and intergenerational arts outreach programs specially designed to improve the health and enhance the lives of seniors throughout the metro D.C. area.

**About Long View Gallery:**

Long View Gallery presents an outstanding collection of contemporary American painting, sculpture, and jewelry, by regional and nationally known artists. The recently reopened Longview Gallery, now encompasses a newly renovated 5,000 square feet, across the street from the Washington Convention Center. The building, owned by Douglas Development, often features the work of DC based artists, such as; Billy Colbert, Drew Ernst, Scott Brooks, Dana Ellyn and Mett Sesow. Aside from its DC space, Longview Gallery also has a location in Sperryville, Virginia. [www.longviewgallery.com](http://www.longviewgallery.com)

**About Arts for the Aging:**

Arts for the Aging, Inc. (AFTA) a 501(c)(3) not-for-profit organization that provides visual, performing, literary and intergenerational arts outreach programs specially designed to improve the health and enhance the lives of seniors throughout the metro D.C. area. Outreach programs are led by professional artists and focus on seniors with physical and cognitive impairments in undeserved day care centers, nursing homes and community settings throughout the metropolitan Washington D.C. area. Since 1988 AFTA has promoted what research now shows--that regular engagement in participatory arts programs improves the mental and physical health, longevity, and the overall quality of life in seniors. For more information about AFTA, visit [www.AFTAarts.org](http://www.AFTAarts.org).

**About the HP Envy:**

The new HP ENVY 13 boasts the brightest display in its class, and the HP ENVY 15 is the company’s fastest consumer notebook PC ever. “HP ENVY includes the latest in materials and technology inside and out and pushes the technological and performance boundaries of what can be done in sleek, powerful and lightweight notebook PCs,” said Ted Clark, senior vice president and general manager, Notebook Global Business Unit, Personal Systems Group, HP. “Discerning consumers will get a premium experience and performance.”

**About DJ Tittsworth:**

Jesse Tittsworth is an internationally recognized DJ, native to Washington, DC. Tittsworth is known for his high energy sets that blend Baltimore Club, rave, house and more. He has played everywhere from Beijing to Brazil, playing alongside the likes of Kanye West, Thievery Corporation, A-Trak and Pharoahe Monch.

