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(Brussels, 25 March 2016) – 24 European organisations and a number of national associations as well as individual supporters will officially launch the European Alliance for Culture and the Arts on 19 April, at the Culture Forum in Brussels.

In a common appeal they defend the core values of culture and call for its inclusion in the overall strategic goals and priorities of the Union, including the successor to the EU2020 strategy.

Discussions on this strategy have started amongst EU decision makers. Members of the Alliance underline that the Union's long-term aims are unattainable without culture and the arts as they enable the creation of a thriving European society and a sustainable economy.

Throughout the year the Alliance will campaign further at EU and national level and bring attention to the urgent need to put culture and the arts at the heart of EU policies.

In the coming weeks, more organisations are expected to join the Alliance.

Read the appeal and learn more about members of the European Alliance for Culture and the Arts: <http://allianceforculture.com/>

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