

## Chao-xing, Single mother/ Graduate Student, 28 years old



**Image Credit:**

<http://cdn.sheknows.com/articles/2013/04/working-mom-with-blackberry-and-baby.jpg>

Chao-xing is a busy single mother and graduate college student who juggles the priorities of taking care of her toddler daughter with her education and making a living.

Despite her extremely demanding schedule, she is determined that her daughter be exposed at an early age to the world of art, performance and education.

She often searches the World Wide Web, looking for programs that can spark the curiosity and creativity of a young child.

**Darius, Senior Events Coordinator,  
Atria Riverdale Senior Living, 30 years old**



Darius is the Senior Events Coordinator at Atria Riverdale Senior Living, an assisted living facility in the Riverdale section of the Bronx. His job responsibilities include the planning of special events and booking of recreational and entertainment activities at the center.

He enjoys interacting with the residents of the center and is always looking for new and innovative programming that not only engages their minds, but also enlivens their spirit.

**Image Credit:**

[http://www.lungcanceralliance.org/blog/wp-content/uploads/2014/10/Kenny\\_Palmer-cut.jpg](http://www.lungcanceralliance.org/blog/wp-content/uploads/2014/10/Kenny_Palmer-cut.jpg)

## Keira, the Librarian/Curator, 27 years old



**Image Credit:**

[http://woman.thenest.com/DM-Resize/photos.demandstudios.com/getty/article/76/223/200341971-001.jpg?w=600&h=600&keep\\_ratio=1](http://woman.thenest.com/DM-Resize/photos.demandstudios.com/getty/article/76/223/200341971-001.jpg?w=600&h=600&keep_ratio=1)

Keira works for the New York Public Library. Among her responsibilities are the preservation and organization of collections for young people and children.

She is also responsible for curating innovative artistically based programming, including theatrical workshops and performances aimed at empowering and educating youth.

In her search for suitable programming, she often searches the Web, but has little time and needs to quickly determine if a company will be a good candidate for her to contact for booking.