

# Poetry Alive!®

Poetry Alive!, Inc.  
Asheville, North Carolina

**Founded:** 1984 in Asheville, NC.

**Offices:** Located in the historic Flat Iron Building at 20 Battery Park Avenue in downtown Asheville, NC.

**Principals:**

*Bob Falls:*

Founder of Poetry Alive!  
BS and an MA from Virginia Tech.  
He has performed and conducted workshops since 1984. He has taught at both the high school and college levels.

*Rod Bowling:*

BA, MPA from the University of Memphis.  
Joined Poetry Alive! in 1990. He taught extensively in adult Continuing Education and at the college level.

*Wendi Loomis:*

BA from Western Washington University.  
Educator, poet, actor and musician who has presented performances and workshops across the country. She also taught performance and writing workshops in Seattle.

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## **Background Information:**

Since 1984, Poetry Alive! has produced educational performances for student audiences throughout the United States and beyond. Poetry Alive! couples poem performance of curriculum-based literature with both in-class workshops for students and in-service workshops for faculty. A two-person "team" of professional performers conducts both the performances and the workshops. Poetry Alive! has 5 or 6 teams touring throughout the school year depending on the schedule. Team members are college graduates with degrees ranging from Fine Arts to Education. Many are former educators. Student audiences range from kindergarten through the university level. A typical 35-50 minute show includes 20-25 poems tailored to fit the ages and interests of the audience. The poems, memorized and performed theatrically, are found in popular textbooks and anthologies. Our shows change each year and the current year show list is sent out in advance of the visit. Special requests are honored when possible. Adult performances are also available.

**Poetry Alive!** has been active in providing instructional workshops for national, regional, state and local organizations (and affiliates) such as the National Council of Teachers of English (NCTE), the International Reading Association (IRA), Teachers Applying Whole Language (TAWL), the American Library Association (ALA) and the National Middle School Association (NMSA) plus numerous Literacy conferences, Arts-in-Education conferences, Black History events, Writers conferences, cultural diversity workshops, library events, arts festivals, etc. Poetry Alive! has performed in 48 of the 50 states, Puerto Rico, Guam, Saipan, South Korea and Peru.

**Each school year,** Poetry Alive! conducts approximately 2500 performances, over 900 classroom followups, and 250 teacher workshops for an estimated 600,000 students nationwide.

**Poetry Alive!** has also worked with NCTE, ALA, IRA and TAWL groups in states such as Alabama, Arizona, Arkansas, California, District of Columbia, Florida, Guam, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Maryland, Massachusetts, Michigan, Mississippi, Nebraska, Nevada, New Mexico, New York, North Carolina, Ohio, Oklahoma, Pennsylvania, Rhode Island, Saipan, South Carolina, South Dakota, Tennessee, Texas, Vermont, Virginia, West Virginia, and Wisconsin.