



Project Art Aid
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Local artists organize "Go Pink" campaign to raise money for the American Cancer Society

Project aims to enlist 100 local artists and raise \$30,000 in the fight against cancer.

Charlotte, North Carolina March 15th, 2011 -- Project Art Aid, a community based arts organization, today announced the start of their new campaign "Project Art Aid Goes Pink." Working with the American Cancer Society, Project Art Aid is sponsoring an exhibition of original artwork from local artists to be auctioned with full proceeds benefiting the American Cancer Society's Making Strides Against Breast Cancer Event in Charlotte. This exhibition will feature a collaborative mosaic of 100 contributing artists, and a collection of over 200 individual works.

The exhibition will feature two events. The "One-Cause" event will include over 200 predominantly pink 12"x12" canvases, which will be individually exhibited and sold through a silent auction. Additionally, the event will include a mosaic made of 100 6"x6" canvases that when assembled will comprise a heart shape. The heart mosaic will eventually become a permanent installation at a local facility. Artists interested in participating can register online at www.projectartaid.org. There is no entry fee, and canvas is being provided at no charge to artists. The campaign is accepting art through April 29th.

The heart mosaic and the individual larger canvases will debut at the American Cancer Society's Survivor's Dinner, to be held in May, exact time and location to be announced soon. "We all know someone who's life has been changed by breast cancer, it is the most prevalent form of cancer among women. The American Cancer Society has helped millions of people deal with this devastating disease. We have joined their fight with our brushes, and we hope to help them ultimately save lives here and throughout the world," said Rosalia Torres Founder of Project Art Aid.

About Project Art Aid:

Project Art Aid is a local organization of artists working together to bring local solutions to global problems through art and creative expression. Project Art Aid operates entirely through the contributions of participating artists and volunteers. Project Art Aid's vision is one of artists working in solidarity to address the needs of local and global communities. The organization has a strong belief in the power of creativity and in harnessing their collective works to serve humanity. Their current project is a fundraising exhibition in support of their "Making Strides Against Breast Cancer" event in Charlotte. Last year, Project Art Aid exhibitions raised thousands of dollars to support relief efforts in Haiti and Chile.

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