



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

Project announces Charity Auction to raise \$30,000 in the fight against cancer.

Charlotte, North Carolina April 29th, 2011 -- Project Art Aid, a community based arts organization, today announced the date of their "Project Art Aid Goes Pink" charity auction. 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 take place on Friday June 17th at the Wachovia Atrium from 6:00 pm to 9:00 pm, and will feature food and beverages. Tickets to the event are \$15 per person, and will be available through the American Cancer Society and on the Project Art Aid web site in May.

Over 125 artists from the Charlotte area contributed artworks to the exhibition. All artworks measure 12"x12" and are painted "predominantly pink" in support of the American Cancer Society's Making Strides Against Breast Cancer Event in Charlotte. All works are signed by the artists on the back, but will be exhibited anonymously. Only at the time of purchase will the artist's name be revealed to the buyer. Bidding on all works will start at \$50. Further information about the exhibition and a complete list of participating artists is available at www.projectartaid.org

The event will also include the unveiling of a mosaic made of 100 6"x6" canvases that when assembled comprise a heart shape. The project worked with the McColl Center for Visual Art and Affiliate Artist Felicia van Bork, to sponsor a workshop for cancer survivors to contribute canvases to the mosaic. "Working with survivors was really exciting, seeing them translate their deep passion for life into art was amazing," said van Bork.

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 the American Cancer Society "Making Strides Against Breast Cancer" event in Charlotte. Last year, Project Art Aid exhibitions raised thousands of dollars to support the American Red Cross relief efforts in Haiti and Chile.

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