



**For Immediate Release [2015-April-02]**

**#iheartlocalart Campaign [May 1 - June 30]**

AIDS Vancouver and Open Door Gallery announce the #iheartlocalart fundraising partnership, in celebration of a shared community focus and an investment in art and health.

**Launch at Art World Expo**

Friday May 1 - 7:30PM - 2AM

Open Door Gallery Booth

Telus World of Science

Tickets at [www.opendoorgallery.ca](http://www.opendoorgallery.ca)

**Exhibits run throughout May and June at a variety of unique display spaces in Vancouver.**

When you purchase #iheartlocalart products, not only will you be supporting the career of an emerging local artist, but 50% of all card sales and 10% of all original artwork sales will go directly to AIDS Vancouver and their vast array of community support services.

When people affected by HIV/AIDS experience difficulties in accessing services or have a financial, transportation, medical, food, housing or other problem or emergency, quality services are available from AIDS Vancouver including:

- Case Management Services
- Financial Assistance Fund
- Grocery and Nutrition Support
- Outreach Care Teams Support
- Confidential Helpline Support

**[iheartlocalart.ca](http://iheartlocalart.ca)**

Greeting cards and postcards featuring local artwork available for purchase, a map of exhibit locations, sponsors gallery, campaign tracker, media package, blog, literature about art/health/community, and catalogue of all participating paintings by local artists available for purchase.

Social media campaign will include [Facebook](#), [Twitter](#), [LinkedIn](#), [Pinterest](#), [Instagram](#).

Weekly blog posts will include on-site interviews at exhibit locations and artist studio tours.

Sponsor exhibit locations will display local artwork along with a QR code for purchase of merchandise.

Contests will run on social media throughout the campaign, just **tag #iheartlocalart** and follow us on social media to enter. Winners drawn weekly.

- Post a selfie with your favorite painting
- Share a story of art and wellness/health
- Share a story of art in your community

**Media Contact**

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**PAN PACIFIC**  
VANCOUVER

