One River School Of Art + Design Teaches Breast Cancer Awareness Through National Art Project For Teen Students

The ‘Pink Art Project” allows teens to create original works of art that honor women with breast cancer. Company to produce limited edition prints to raise money for BrightPink.org

NEW YORK (PRWEB) September 26, 2018 -- One River School of Art + Design, whose mission is to transform art education by developing the first national network of contemporary art schools, has embarked on a national commitment to raise awareness for breast cancer.

Throughout the month of September, Teen Students across the United States created an original artwork honoring women with breast cancer. The company has partnered with Chicago based “BrightPink” to raise awareness and has also committed itself to raising money for the organization. One River School has selected artist Liz Luísada to make an original painting that will be celebrated through a limited edition print. The company is making the print available at oneriverschool.com and brightpink.org and all net proceeds from sales will go to the charity.

“One of the best moments at One River is when we teach our students the value of ‘doing well by doing good”, said One River Founder and CEO Matt Ross. “Our students get to learn about the courage women have to command to deal with breast cancer and they get to honor them with an original work of art. It teaches the very basic lesson that art making can have an important message and you can have a voice that makes a difference via your art at a really young age”.

The company operates eights school in five states including schools throughout metro New York and others near Dallas, TX, Portland, OR and Chicago, IL. One River plans to open a dozen new schools over the next twelve months and Ross believes that One River has created a platform that changes lives for people of all ages.

“There are so many layers to our program that teaches so many compelling things. Art making needs to be fun first,” says Ross. “And when we can tie some real social value to our lessons, I know we are making a real difference with our students and our communities. One of the best things of all us we are going to exhibit our student’s work in public places so that this art project can have an even greater impact promoting breast cancer awareness.”

Bright Pink, the beneficiary of One River’s fundraising program, is saving women’s lives from breast and ovarian cancer by empowering them to live proactively at a young age. They target 52 million women between the ages of 18-45, as well as the people who love and influence them. Visit them at BrightPink.org.

For information about the PINK ART PROJECT and One River School of Art + Design, visit https://oneriverschool.com/, or Facebook at https://www.facebook.com/OneRiverSchool/

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MEDIA: Interviews, hi-res images, and video are available

About One River School of Art + Design
Founded in 2012 Englewood, NJ, “one river” west of New York City, One River School of Art + Design has embarked on a mission to transform art education in America. One River School of Art + Design uses proprietary teaching methods, world-class instructors and interactive processes to deliver an experience that changes people’s lives. The company plans to open 75 new locations across America over the next five years to help solve the void in art education across America. One River School is also committed to becoming the voice of contemporary art in the communities it serves and to do so the company will produce over 40 exhibitions from the most compelling emerging artists in the world during the next 12 months.
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