

May 1, 2017

To Artists Working to End the HIV/AIDS Crisis:

Art has always been an effective mechanism to inspire deep and lasting social change, and **HEROES** is excited to announce our 'Washing Away the Stigma of HIV/AIDS' campaign.

Our goal is to elicit new actions, provoke new dialogue, and catalyze new ideas that will facilitate social and political change as it relates to HIV/AIDS in the Deep South.

We are asking interested artists to produce a piece of original art on a dish cloth provided by **HEROES**. The final artwork will be featured in at least three museums around Louisiana and in a large media event sponsored by **HEROES**. The campaign will conclude with a gala and art auction of the pieces.

Participating artists are invited to the gala and will receive a tax-exemption letter that reflects the auctioned value of their artwork. To participate, please complete the form below and return via email.

HEROES brings life-saving services and assistance to those who are suffering from, or impacted by, HIV in the rural South. Our outreach programs, retreats and educational initiatives are tailor-made to address the issues we face in Northeast Louisiana. You can learn more about HIV/AIDS in rural Louisiana and about the work we do, by visiting our website at www.heroesla.org.

We are excited to be the catalyst for artists to showcase their talent in the look battle against HIV/AIDS in the Deep South. Additional questions? Please contact Monica Johnson at (646) 709-3171.

Together in the fight against HIV and AIDS,



Monica Johnson
Founder/CEO

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