

## Design Hope Toronto 2010

### *Artists auction their work to fight homelessness*

March 22, 2010, Toronto – On the evening of April 16, 2010, Design Hope Toronto will hold its fifth annual fine art auction. Inspired by the theme of “shelter,” over 20 artists and designers have created pieces from mediums such as painting, photography, sculpture and blown glass. The one-of-a-kind pieces will be auctioned and raffled with all of the proceeds going to Design Hope Toronto’s beneficiary, the Parkdale Activity-Recreation Centre (PARC). Admission is donate what you can, and the event will also include good food, music and door prizes.

“This annual event is a great way for artists of any background to showcase their work for a deserving cause,” says Bill Ford, co-founder, Design Hope Toronto. “PARC is a suitable beneficiary because it is an organization with similar ideals - the common belief that a stronger community is built through the efforts of many.”

This year’s event hosted by CBC’s Peter Armstrong, hopes to exceed last year’s success of over \$16,000 raised that went towards PARC. For the first time this year, raffle tickets are being sold in advance of the event for a chance to win a choice of six select art pieces. The event will be held at St. John’s Parish Hall, 186 Cowan Avenue in Toronto, from 7:00pm to 10:00pm.

#### **About Design Hope Toronto**

Design Hope Toronto is a volunteer initiative that shares the goals of the original Design Hope, founded in Hamilton in 2001. The Design Hope movement recognizes the critical role artists and designers play in articulating the human and political issues that affect our communities. Since 2005, Design Hope Toronto has raised over \$50,000 for various homeless initiatives.

Design Hope Toronto also welcomes personal and corporate donations to help PARC meet its needs.

#### **About Parkdale Activity-Recreation Centre (PARC)**

Established in 1980, PARC serves the many low-income, former psychiatric patients in the Parkdale area. Following this theme, PARC is redeveloping 1495 Queen Street West for the creation of Edmond Place, a multi-unit affordable and supportive housing complex for people with mental health issues.

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For more information, contact Leah Gaucher, (416) 888-1402, [lgaucher@blueskycommunications.com](mailto:lgaucher@blueskycommunications.com).

**MISSION:** Artists, designers and their communities raising funds and awareness for those in need.

**DESIGN HOPE  
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