

Press Release- Art from the Heart

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Local Artists Launch "Art from the Heart" to Benefit Helping Our Women

Helping Our Women (HOW) - selected as the 2020 beneficiary of "Art from the Heart", a grassroots fundraiser launched by Provincetown artists as an annual event where local artists can create art to sell and benefit a different non-profit each year.

Jim Broussard, a Provincetown artist, was inspired to repurpose his collection of old cigar boxes into works of art to sell for the benefit of a local nonprofit. Broussard has brought together over 50 local artists, who will each create a unique design for their cigar box.

These transformed cigar boxes will be on display at The Provincetown Commons starting November 2nd - November 30th. Boxes will be for sale at the exhibit, priced by each artist, and 100% of the proceeds will benefit Helping Our Women. "As The unCommon place for creation, innovation and collaboration, The Commons is the perfect venue to host this inspiring month-long exhibit," stated Jill Stauffer, Executive Director of The Commons.

When asked why he would like to support Helping Our Women, Broussard mentioned the important women in his life, from his mother to his close friends, as well as the women that he saw caring for men during the AIDS crisis. He states, "This is a way to honor them by supporting women in our local community."

Broussard envisions Art from the Heart as an annual event where local artists can create art to sell and benefit a different nonprofit each year.

For over 26 years, HOW has built a strong system of supportive services to meet the needs and empower women with chronic, life threatening or disabling medical conditions living in Provincetown, Truro, Wellfleet and Eastham. HOW also provides advocacy, referrals and resources to all community members. To learn more about HOW visit www.helpingourwomen.org.

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