

3900 Steve Reynolds Blvd, Norcross, GA 30093 P: 800.221.4123 F: 770.279.5297

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Artaissance President / CEO, Steve McKenzie meets with Philanthropist

Atlanta (October, 2007) – Artaissance and The Alpha Workshops, a not for profit organization, held a media event in New York City in August to announce the addition of the group’s work to Artaissance’s online offering.

Alpha Workshops trains people living with HIV in the field of decorative arts. The works portrayed at Artaissance were originally painted and designed by “students” or employees of Alpha Workshops. The pieces are extremely diverse, ranging from fun and funky to sophisticated, and all works utilize creative techniques to develop textures, colors, and styles that are distinctive to Alpha Workshops. A portion of all proceeds from the sale of an Artaissance/Alpha Workshops piece are donated back to the organization.

Steve McKenzie commented, “We have worked with Alpha for years by donating frames for various projects. Their innovative methods of creating art are truly eye catching. We knew their broad range of work was a perfect match for Artaissance.”

Recently, Architectural Digest and Charles P. Rogers held a benefit for Alpha Workshops, where many of their Artaissance pieces were auctioned off. All proceeds went directly to Alpha Workshops.

For more information on Artaissance or to view The Alpha Workshops collection, please visit

www.artmystyle.com.

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Press Contact:

Arlynn Rook
P: 770.279.5316
F: 770.279.5297
arook@larsonjuhl.com