



## **CALL FOR ENTRIES**

### **Superheroes, Capes of Strength and Beauty**

*A benefit hosted by Roche Tissue Diagnostics for El Rio Health that will kick-off during Breast Cancer Awareness Month to benefit the El Rio Mammogram Fund*

#### **Important Dates:**

Exhibition dates: October 11, 2019 through January 7, 2020

Mammography Cape pick-up available: June 27, 2019 – as available

Mammography Cape artwork drop-off deadline: October 3, 2019

Opening Reception/Silent Auction: October 17, 2019 5 -7 pm

#### **About the Exhibit:**

Roche Tissue Diagnostics and the Southern Arizona Arts and Cultural Alliance is proud to present **Superheroes, Capes of Strength and Beauty**, a fundraiser and silent auction for El Rio Health Center, a Tucson medical facility providing affordable healthcare to over 107,000 Tucsonans. The mammography capes (pictured below) are used in El Rio facilities by patients undergoing mammograms; a low dose x-ray that allows specialists to look for abnormal changes in breast tissue. The exhibit will feature 75 of these accouterments that have been altered, embellished, painted, quilted and otherwise reimagined with no limit on materials or techniques used. The exhibit is designed to raise awareness about breast cancer prevention, celebrate survivors and remember those we have lost.

**Roche is currently seeking professional and amateur artists, community organizations, and students interested in creating one of these unique art pieces. Suggested themes include superheroes, empowerment, survivorship and fashion/glamour. Transformed capes should take a practical garment and elevate it to represent the strength and stories of those fighting breast cancer.**

#### **About the Fundraiser:**

Roche will host a silent auction accompanying the opening of the exhibit on October 17, 2019. All displayed gowns will have a starting bid of \$100, with 100% of any money raised going

directly to El Rio Health Center's breast cancer screening fund for uninsured and underinsured patients. Select pieces will be chosen for display in perpetuity on the El Rio Campus highlighting the life-saving breast cancer treatment and research they perform. Unsold pieces will be auctioned in a similar style at El Rio Health Center's Annual Gala or gifted to El Rio's breast cancer survivors.

#### **Exhibition Rules and Guidelines:**

1. The mammography capes have been pre-purchased and artists wishing to participate can pick up their **free** cape from the SAACA office (located at the Tucson Mall, 4500 N Oracle Suite 421, Tucson AZ 85705, office door is located on the outside of the mall in between Macy's and Forever 21) to create their work. Artists should call 520-333-4087 to arrange a pick-up time.
2. All capes must be returned to the SAACA office no later than October 3, 2019
3. Finished capes are considered a donation to El Rio Health Center and artists should expect no compensation for their work, we appreciate your generosity towards this life-saving facility.
4. All designs should be appropriate for an office setting, no overt nudity, profanity, or political/religious iconography should be incorporated. SAACA will have the final say in determining if a piece will not be presented in the exhibit.

#### **About the Gallery:**

Roche Tissue Diagnostics (RTD) is committed to their mission — to improve the lives of all patients afflicted with cancer and is a world leader and innovator of tissue-based cancer diagnostic solutions for patients worldwide. In 2004, the company first made a commitment to the arts in Oro Valley with the establishment of a community gallery housed within their Oro Valley campus. Through a progressive partnership with the Southern Arizona Arts and Cultural Alliance, arts have been part of the daily work experience through quarterly gallery exhibitions featuring local to world-renowned artists

#### **Questions?**

Contact Shelby Scheer, Director of Programs & Community Outreach – Tucson at [shelby@saaca.org](mailto:shelby@saaca.org) or (520) 797-3959 x 105