



## FOR IMMEDIATE RELEASE:

### **Experience Consultant Laura Guido-Clark Introduces Project Color Corps™ at Cusp 2011**

*Volunteer Organization Infuses Color and Energy into Urban Neighborhoods Nationwide*

**Berkeley, CA** – On Thursday, September 29th at the 2011 Cusp Conference in Chicago, IL, experience consultant Laura Guido-Clark, Founder and Principal of Laura Guido-Clark Design ([www.lgcdesign.com](http://www.lgcdesign.com)) launched her newest venture, Project Color Corps. A volunteer organization based in Berkeley, CA, Project Color Corps' goal is to galvanize a group of volunteers to seek out buildings and structures in neighborhoods and apply installations of color and pattern through paint and other materials that impart positive messages of optimism and hope. Project Color Corps aspires to engage community members in the process of beautifying their environments to create a greater sense of ownership, empowerment and pride in their community.

"We believe in the power of color and see it as 'Vitamin C' to infuse a sense of well-being and energy into urban neighborhoods nationwide. Our volunteers will renew buildings with engaging color and patterns that make people smile and view their world more optimistically," says Guido-Clark. "The inspiration for the organization came from a reoccurring dream, and I wrote about it for Fast Company." In the dream, Guido-Clark anxiously waits to meet President Obama in the White House; as he enters, she stands at attention and declares, "Mr. President, I am reporting for duty." Laura goes on to speak of the schools, neighborhoods and homes that she and her troops have affected, and of the willingness of the community to participate, the enthusiasm and sense of optimism they feel when the missions are completed. At its essence, color contains both change and hope, words with which President Obama is familiar. In conclusion, Laura tells the President that the neighborhoods are chanting "color...color...color," that it is time to mobilize the troops, and that Project Color Corps is actively recruiting.

Project Color Corps is currently seeking to be a California public benefit corporation with 501(c)(3) tax-exempt status. A community of volunteers united in the desire to improve the quality of life for children and residents of inner city neighborhoods, the organization brings the concept of public art to a personal level by impacting living spaces and neighborhoods. To support the cause, Project Color Corps performs small Random Acts of Color™ that are the sparks to ignite large-scale change. The first Random Act of Color was completed in September 2011; view the video here: <http://www.vimeo.com/29710692>. Additional inspired Random Acts of Color will be announced throughout the year.

The first pilot project for the organization has been secured at the E.C. Reems Academy of Technology and Arts in Oakland, CA, led by dynamic principal Lisa Blair. E.C. Reems Academy is a public K-8 charter school located in East Oakland, a disadvantaged and at-risk community. Currently in its 11th year serving East Oakland youth,



the school provides a student-centered curriculum that enhances intellectual development, leadership ability and technological fluency.

To learn more about Project Color Corps, become involved or pledge a donation, visit [www.projectcolorcorps.org](http://www.projectcolorcorps.org) or contact [laura@projectcolorcorps.org](mailto:laura@projectcolorcorps.org). Find Project Color Corps on Facebook at [www.facebook.com/ProjectColorCorps](http://www.facebook.com/ProjectColorCorps).

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