



FOR IMMEDIATE RELEASE:

Project Color Corps™ Announces ‘Spread Red for December’ Campaign

California Non-Profit Launches Second Random Act of Color

Berkeley, CA – Project Color Corps is proud to announce the launch of the organization's second ‘Random Act of Color’ initiative, entitled ‘Spread Red for December.’ Beginning December 1, Project Color Corps invites participants to gather at a predetermined place and time in their city to organize the donation of warm items such as gloves, hats, scarves and coats in shades of red to create an enormous heART. Organizers of the Random Act of Color are invited to photograph their efforts and share the finished product on Project Color Corps’ Facebook (www.facebook.com/projectcolorcorps) page or Twitter feed (@ProjColorCorps) As the heart grows, so will the benefit to those in the community; the red items will be donated to a charity of the organizers’ choice, spreading love in urban communities throughout the United States.

Defined as a remedy against monotony and lack, a Random Act of Color is optical optimism; a community act of color stirring emotions of wonder, reflection and joy. Launched in December at the 2011 Cusp Conference in Chicago and founded by Laura Guido-Clark, Founder and Principal of Laura Guido-Clark Design (www.lgdesign.com), Project Color Corps is a nonprofit organization based in Berkeley, CA that 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. Project Color Corps galvanizes groups of volunteers to seek out buildings and structures in neighborhoods and apply installations of color and pattern through paint and other materials, imparting positive messages of optimism and hope. Their first project is the E.C. Reems Academy of Technology and Art in Oakland, CA. To view the organization’s first Random Act of Color, click here.

“We are thrilled to reach out to the community through our second Random Act of Color,” says Guido-Clark. “The color red takes action. It is passionate. Our goal is to spread warmth in this upcoming winter season, celebrate generosity, and connect with friends and neighbors in our community.”

Currently, ten cities throughout the United States have already pledged to organize a ‘Spread Red’ event: the San Francisco Bay Area, CA; Atlanta, GA; Beloit, WI; Boca Raton, FL; Chicago, IL; Healdsburg, CA; Lafayette, LA; Los Angeles, CA; New York, NY; and Rochester, NY. To participate in one of the already-organized events, or to find out how to organize your own Random Act of Color by spreading red in your community, visit www.projectcolorcorps.org/blog or contact krista@projectcolorcorps.org.

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