



Premiere Oncology Foundation
2020 Santa Monica Blvd., Suite 600
Santa Monica, CA 90404

Robbie Gluckson (Executive Director)

310-570-1474 Phone
310-633-8419 Fax
rgluckson@premiereoncology.org

Rick Pantele (Founder)

760-641-0732 Phone
info@art4acure.com

FOR IMMEDIATE RELEASE

Art Benefit For Cancer Research & Treatment Gears Up For September Show

Collaboration Between Artists, Cancer Patients, and the leading Phase I Community Cancer Treatment & Research Center in Los Angeles.

Santa Monica, CA - A project created by a 3-time cancer survivor seeks to raise funds for the Premiere Oncology Foundation, which provides Phase I research, education, integrative medicine and psychosocial services for the cancer community. **Art4aCure** is a summer-long benefit taking place at Premiere Oncology, the brainchild of three-time cancer survivor Rick Pantele: "There is nothing I am more passionate about than cancer and art."

The project was conceived when Pantele met acclaimed medical oncologist Dr. Lee Rosen, founder of Premiere Oncology, to discuss what to do with the 28,000 sq-ft facility's bare walls. Pantele and Rosen agreed that artwork would provide positive stimulation for all those who visit the space. From there developed Art4aCure, a venture to sell fine art to raise money to fight cancer. "At Premiere Oncology we are continually seeking new and creative means to treat and care for our patients," explains Dr. Rosen. "Art4aCure embodies that spirit. Rick is a long time patient and friend, which makes this collaboration so rewarding."

Art4aCure is focused around art, and features some three hundred oil paintings, watercolors, mixed media, photographs, ceramics, glassware and sculpture from over a dozen artists. Most of the artwork will be on display at Premiere Oncology, but many donated pieces will also be available through an online auction. Featured Southern California artists include Master Painter **Vernon Finney**, award-winning watercolorist **Diane Morgan**, surrealist **Snake Jagger**, **Craig Pop Artist**, **Fortune Sitole**; photographers **Stephan Canthal**, **Robert Kawika Sheer** and **Locke Heemstra**; painter **Malcolm Doran**, assemblage artists **Linda & Charles Perkins**, and many more.

Artist **Fortune Sitole** creates his work using the same materials that South Africans use to create their homes. This mixture of wood, metals, earth, and stone are brightly colored depictions of day-to-day life in black South African shantytowns.

Vernon Finney's career spans over sixty years. His paintings are frequently surreal in nature, but express themes regarding human nature, our relationship with the world around us, and depict the human form in a generic universal manner. His work is found in many public and private collections worldwide.

TAG is one of the emerging young artists featured at IncredibleArtist.Com. Her portrait of Marilyn Monroe, painted with her own lips, caused a sensation, as did her follow-up portrait of Bob Marley. Her latest work in her "Kiss" series features TV star Ellen DeGeneres.

The first **Art4aCure** weekend event in July was a huge success, attended by hundreds of guests and over a dozen artists, and received rave reviews by the attendees. Sipping wine and nibbling treats, guests wandered through one of the largest art galleries in Los Angeles, admiring new and current artworks by established and emerging artists and listening to live music from Craig Pop Artist and violinist Raphiel.

September Encore Event

Opening Reception - Fri, Sep 12th, 5:30-9:30pm

Celebrate Art Into the Night - Sat, Sep 13th, 7:00-10:00pm

Snacks & refreshments will be served, with live music and over a dozen artists to meet. There will also be a silent auction with a number of donated artworks and other items available.

In addition to the event, Art4aCure is running an online auction through eBay, featuring artworks generously donated by many artists, and items and services donated by Art4aCure sponsors. The online auction runs through October 1st, with new items being added regularly.

All events will be held at **Premiere Oncology**, 2020 Santa Monica Blvd, Suite 600, Santa Monica. Complimentary parking is available.

Cancer is still the second leading cause of death in the United States, surpassed only by heart disease.

For more details about Art4aCure, visit the official website: www.Art4aCure.com.

Art4aCure could not take place without the generous support of its sponsors: Immigrant Magazine, Starbucks, Whole Foods Market, Trader Joe's, California Pizza Kitchen, Staples, Imagine It! Media, King Stairs Software, and many more...

About Premiere Oncology

Premiere Oncology is a center of excellence dedicated to treating cancer patients by providing comprehensive and holistic clinical care with attention to issues of survivorship and longevity. It is one of only three such centers in the United States. The group provides standard hematology and oncology care and is internationally recognized as the leading private Phase I oncology research clinic. In addition to its Santa Monica facility, Premiere Oncology has a research and treatment clinic in Scottsdale, Arizona and research affiliation with Pacific Hematology and Oncology Associates in San Diego.

Premiere Oncology's flagship research and treatment center is located in Santa Monica, California where it is affiliated with the Saint John's Health Center and the John Wayne Cancer Institute.

About IncredibleArtist.Com

Specializing in local emerging artists, the IncredibleArtist.Com Gallery in downtown Palm Springs is unique: Open till late at night, slideshows on the wall inside and the sidewalk outside highlight the artwork. Artists are in attendance most nights to meet visitors, and passers-by can watch an artist at work in the window painting a new piece.

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Contacts:

IncredibleArtist.Com - Rick Pantele, (760) 641-0732, info@incredibleartist.com

Premiere Oncology Foundation - Robbie Gluckson, (310) 570-1474, rgluckson@premiereoncology.org

Art4aCure website: www.Art4aCure.com

Press kit available at the web site.

Artist websites:

Vernon Finney, Malcolm Doran, TAG, Patrick Kelly - www.incredibleartist.com

Diane Morgan - www.dianemorganfineart.com

Jayel Aheram - www.aheram.com

Fortune Sitole - www.fortunegallery.com

Snake Jagger - www.snakejagger.org

Craig Pop Artist - www.craigpopartist.com

Linda & Charles Perkins - www.perkinsartstudio.com

Robert Kawika Sheer - www.sheerentertainment.com

Stephan Canthal - www.canthal.com

Locke Heemstra - www.lockeheemstra.com

Scott Slagerman - www.scottslagerman.com