



Premiere Oncology Foundation
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FOR IMMEDIATE RELEASE

Art Benefit Raises Funds For Cancer Treatment and Research

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 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 more than a hundred oil paintings, watercolors, mixed media and photographs, alongside ceramics, glassware and sculpture. Most of the artwork will be on display at Premiere Oncology, but many donated pieces will also be available through online auctions. Featured Southern California artists include Master Painter **Vernon Finney**, award-winning watercolorist **Diane Morgan**, surrealist **Snake Jagger**, **Craig Pop Artist**, **Fortune Sitole**, shadow photographer **Robert Kawika Sheer**, 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 Ellen DeGeneres.

The benefit will be centered around two weekend events in July and September, attended by many of the artists whose works form the core of the benefit.

July Inaugural Celebration

Opening Reception - Fri, Jul 18th, 5:30-9:30pm
Art Brunch - Sat, Jul 19th, 10:00am-2:00pm
Celebrate Art Into the Night - Sat, Jul 19th, 7:00-10:00pm
Light nosh & refreshments will be served

September Encore Event

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

Art Brunch - Sat, Sep 13th, 10:00am-2:00pm
Celebrate Art Into the Night - Sat, Sep 13th, 7:00-10:00pm
Light nosh & refreshments will be served

In addition to the weekend events there will be two online silent auctions, featuring items and services generously donated by sponsors, and many artworks donated by the artists. The **Summer Auction** will be held July 17th - August 7th, and the **Autumn Auction** will be held September 11th - October 1st.

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.

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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Art4aCure website: www.Art4aCure.com

Press kit available at the web site.

Featured Art: "To Marilyn & Andy" by TAG. Additional artwork and hi-resolution images are available on request.

Artist websites:

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

Diane Morgan - www.dianemorganfineart.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