

Santa Fe Cradle Tour:

Santa Fe Businesses Raise Awareness and Funds in Support of Children Orphaned by AIDS in Africa Through Cradle Exhibition and Book Sales

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Through the months of July and August, 2008, a number of select Santa Fe businesses will be participating in an important drive to raise awareness and funds in support of children orphaned and made vulnerable by HIV/AIDS in Africa. All of the funds raised through this event will be given by the Firelight Foundation (www.firelightfoundation.org) to African organizations directly serving children in need.

Each participating business will display one or more cradles from the widely acclaimed Cradle Project exhibition, which was held in Albuquerque and culminated in an on-line auction in June (www.thecradleproject.org). The Cradle Project, founded by Naomi Natale, raised funds for the Firelight Foundation through the sponsorship and sale of over 550 cradles made out of recycled objects by artists from New Mexico and around the world.

Although the Cradle Project has ended, its impact has not. Over one thousand people attended the Cradle Project exhibition, with many voicing that the vision of this project needed to be taken to the wider community. In response, twenty cradles were purchased by Firelight President and Founder Kerry Olson to be made available for public display (16 in Santa Fe). The "cradle project tour" will be promoted by www.santafe.com and in other local media, directing the public to participating local businesses to view each unique cradle.

In addition to the cradles on display, copies of The Cradle Project Book will be made available for sale at each participating business. This beautifully produced book features seventy-six cradles stunningly photographed by New Mexico photographer Addison Doty, interspersed with inspiring photos of children and families in Africa.

Fully 100% of the proceeds from the book sales (which sell for 25\$ each) will be given by Firelight Foundation to community-based organizations in Africa working to address the needs of children affected by AIDS. These local groups provide a "cradle" of vital support to children struggling to grow up in the face of hardship. Since 1999, Firelight Foundation has awarded over 800 grants to community groups serving children in 12 African countries.

Founders Kerry Olson and David Katz were named by Barron's Magazine in December 2007 as "one" of 10 "wise givers" across the country whose foundations provide a model for effective philanthropy.

This local initiative is a tremendous opportunity for individuals living in or visiting Santa Fe to make a direct difference in the lives of African children.

Participating businesses include (several more to be added):

- * Owings Dewey Gallery
- * Casa Nova
- * Patina Gallery
- * Todos Santos
- * Zaplin Lampert Gallery
- * Jane Sauer Gallery
- * Origins
- * Rock Paper Gallery (Madrid)
- * Museum Hill Cafe (cradle display only)
- * Pachamama
- * Turner Carroll Gallery