

For Immediate release
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Richmond, Virginia – The Virginia Center Latin American Art (Vaclaa!), a non-profit arts & culture education organization based in Richmond, Virginia, has launched a Kickstarter fundraising campaign to fund the renovation and implementation of their school bus gallery and outreach center. Vaclaa is planning to take their school bus gallery and outreach center to places where Latino populations are high and access to resources low. Vaclaa! must have \$15,000 pledged by August 6th in order to receive funds. Salvador Frieri, an international architect based in Bogota, Colombia, has agreed to complete the design for the bus, which will reflect the contemporary, progressive spirit of Latin American art while providing for both art exhibitions and art classes. The most daunting part of the renovation will be removing the roof and raising it high enough to display art at eye level. The bus will also be converted to biodiesel to keep operational costs low and minimize impact on the environment.

To promote our Kickstarter campaign, Vaclaa will be organizing or participating in the following events:

- Sunday, July 15th, 8 to 10pm: Quarteto Olinda: Brazilian Forro from Recife.
- Friday, July 21st, 4 to 8pm: Downtown Artwalk Block Party,
- Saturday, July 28th, 10am to 3pm: Virginia Hispanic Chamber of Commerce, Community Resource Fair

To donate to this effort, it is necessary to access Vaclaa's site on Kickstarter:

<http://www.kickstarter.com/projects/vaclaa/the-vaclaa-voyage-turn-our-school-bus-into-an-art>

It is possible to access Kickstarter: www.kickstarter.com then put "Vaclaa" into the search field.

Please consider pledging to Vaclaa to help realize this worthy mission.



"Raising awareness of Latin America through art"

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