

KRIS Wine and Americans for the Arts Relaunch “Art of Education” Campaign as “Art of Giving”

Annual program continues to support the arts with \$25,000 in grants

Richmond, VA — August 24, 2016—This fall, consumers can support public arts nationwide as they enjoy KRIS, one of America’s most popular Italian Pinot Grigios. KRIS and Americans for the Arts (AFTA), the nation’s leading nonprofit organization for advancing the arts and arts education, are partnering again for the seventh consecutive year. Over the past six years, the “Art of Education” program awarded over \$350,000 in grants to schools in the United States to improve academic achievement through quality arts education. Now called the “Art of Giving,” this year’s campaign has broadened its purview to focus on public art.

Beginning September 12, 2016, consumers, art enthusiasts and KRIS fans will have the chance to vote for their favorite public art project from over 250 U.S artists who have created works in the form of sculptures, murals and installations. Voting will be held at www.kriswine.com/giving, where there will be an image gallery with information about each artist and their work. When the campaign concludes on October 31, the artist with the greatest number of votes will be awarded the top prize of \$10,000. The next seven artists who receive the most number of votes will also receive cash prizes for a total of \$25,000 in grants. Grant money will be given directly to the winning artists with the aim to fund further projects in the spirit of enhancing their communities through public art. Voters and fans can also follow the campaign through the #KRISArtofGiving hashtag.

“It has been an honor to support arts education in our public schools for the past six years in the ‘Art of Education’ campaign and we are excited about the new focus of ‘Art of Giving.’ We think this revised focus will excite communities to get involved in supporting public arts throughout the country,” said Ian Downey, Senior Vice President and General Manager of Leonardo LoCascio Selections (LLS), a member of The Winebow Group. “We have loved working with AFTA throughout the years and it continues to be a highlight for our company every year.” KRIS is a significant supporter of Americans for the Arts’ work, and a key partner in showcasing the transformative power of the arts.

Public art installations of any type are a key opportunity to build community vitality by instilling a sense of place, creating a heightened awareness in the viewer, and reflecting the values of the community in which it exists.

“Whether subtly beautiful or vibrantly jolting, public art has the singular ability to make citizens going about everyday business in public places stop, think, and through the power of art, appreciate a moment, no matter how brief,” said Robert L. Lynch, President and CEO of Americans for the Arts. “We are grateful to have a partner such as KRIS Wine that understands the important role that art plays in our lives, and we look forward to the new focus of ‘Art of Giving.’”

Art is a guiding principle behind KRIS wines as articulated in the brand’s slogan, “Discover the Art of Wine.” The timeless and inspiring KRIS label emphasizes the role of the sun in ripening the grapes to perfection and the human hand in crafting the wine. Artist Riccardo Schweizer, a native of Alto Adige, studied cubism in Paris under Pablo Picasso and Joan Miró, and gave his original paintings to the winery. He was convinced art had to leave the galleries and museums and become one with his applications.

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About KRIS Wine:

KRIS Pinot Grigio is handcrafted in Alto Adige using grapes sourced from Italy's delle Venezie appellation. The winery is located in the hillside town of Montagna, where culture is a unique reflection of Germanic heritage and Italian nationality. An ideal combination of traditional winemaking artistry and modern technology is used in the blending process. KRIS Pinot Grigio is the #3 best-selling Italian wine in the U.S. The KRIS label was designed by contemporary Italian artist Riccardo Schweizer (1925-2004) and conveys the same expressive style and balance of art and science found in the KRIS winemaking process. For more information, please visit www.kriswine.com.

About Americans for the Arts:

Americans for the Arts is the leading nonprofit organization for advancing the arts and arts education in America. With offices in Washington, D.C. and New York City, it has a record of more than 50 years of service. Americans for the Arts is dedicated to representing and serving local communities and creating opportunities for every American to participate in and appreciate all forms of the arts. Additional information is available at www.americansforthearts.org.

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