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## “PAINTING FOR MIRACLES” RAISES RECORD DONATIONS AND AWARENESS

Sacramento, California – *Painting for Miracles*, an artist’s event and auction, raised over \$20,000 to benefit the Children’s Miracle Network and U.C. Davis Children’s Hospital, announced Creighton Knudsen, co-founder of the annual fundraiser.

This was the biggest event in *Painting for Miracles*’ five-year history earning over \$6,000 more than the previous year, in addition to a sixty-percent increase in attendance. For Founders Creighton and Julie Knudsen, *Painting for Miracles* began as a way to help children and, in the process, bring graphic designers away from their computers and back to the source of their craft. In the course of five years, the event has become a passionately important means of giving back to the community.

Part one began with a weekend of painting at ZAP Creative Group on September 11-13. Fifty-three local artists were given the story of a Miracle Network Champion as inspiration for their original painting. Two weeks later, on September 26, the artwork was displayed for auction during an evening of community, cuisine and entertainment held at ZAP Creative Group. Over \$20,000 came from the auction of paintings, gift items, sponsorships, and online donations. In addition, more than \$28,000 was given as in-kind contributions.

“This could not have happened without support of our sponsors and donors,” said Knudsen. “Home Depot and Behr paints donated the art supplies, the Culinary Institute contributed a phenomenal meal, and the Tracy Correctional Facility inmates donated handcrafted works of art to the auction – this not only increased our revenue, but gave the inmates a huge boost to morale, knowing they were helping children.”

The event also garnered strong media support. A video of the event (available at [paintingformiracles.com](http://paintingformiracles.com)) was funded by Mercey Springs Foundation and produced by Peppers.TV. “This video helped communicate the mission of *Painting for Miracles* and, in turn, created such an awareness that brought an influx of artists and sponsors, including the Tracy inmates, according to Knudsen. A shorter version of the video was provided by MY58 and aired repeatedly as a public service announcement, sponsored by Von Housen Automotive Group at no cost to the organizers.

“Each year, we are blessed by more involvement from the business and artistic communities,” said Knudsen. “Everyone working on the event – volunteers, artists, businesses, sponsors and in-kind contributors – tell us each year that they will be back. And each year they do come back, often bringing more resources with them.”

For more information on *Painting for Miracles*, visit the Web site at [paintingformiracles.com](http://paintingformiracles.com). Sponsors, volunteers, artists and donors can register now for the sixth-annual event, planned for September, 2010.

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