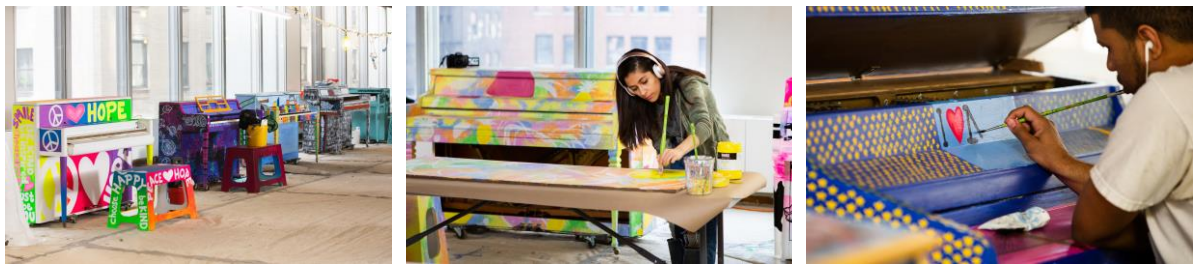


Liquitex is global paint sponsor For Sing for Hope

A little background on Sing for Hope

[Sing For Hope](#) is a not-for-profit organisation whose mission is “Art For All”. Sing For Hope transforms lives by using the power of the arts to create a better world. Since 2006, Sing For Hope has partnered with over 250 non-profit organisations, involved over 3,500 artists in creative volunteerism, and placed over 450 artist-created Sing For Hope pianos in public spaces for everyone to play – a symbol and celebration of **art for all!**

[Click here](#) to watch a quick documentary about the pianos.



Partnership kickoff

We are very proud that Liquitex is the official global paint sponsor for 2019, the beginning of what we hope will be a long-term relationship with Sing for Hope.

[Click here](#) to read more about our partnership.

In New York City, 50 artists have been chosen to paint one of 50 pianos. An unveiling is taking place on June 3rd in New York with all of the artists and various singalong celebrations. The pianos will then be placed in 50 public locations across NYC communities until June 23rd. In the fall, each piano will then be donated to underserved area schools and hospitals.

In celebration of the partnership, a piano was created (North America employees provided inspiration and Jimmy Leslie painted) for the Piscataway office and distribution centre ribbon cutting, which will also be donated later this year to an underserved school.

[Watch this video](#) to see testimonials of artists painting the pianos.

Future 2019 collaborations will include 10 pianos in Shanghai and 1 piano in London.



Colart internal Collaboration Initiative

In addition to the public programmes, the Liquitex Global Brand Team is kicking off an internal global collaboration “Piano Keys Art Installation Project” to celebrate this partnership. Colleagues around the world will receive a piano key and invite their teams to paint it and then return it to Liquitex in Piscataway. Once collected, the painted keys will be part of an art installation in the Piscataway Office.

