

Art in Giving

Press Release from
Art-in-Giving
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Show Appreciation to Clients and Performers with Beautiful Art Work

Boston – April 23, 2009 – The *Art-in-Giving Program*, an innovative way to reward and recognize individuals, announced that it will be hosting a wine and cheese reception from 5:00 p.m. to 8:00 p.m. on **May 7th** at **Studio 222** at **450 Harrison Avenue, Boston**. Visitors are welcome to browse the artwork, learn more about Art-in-Giving, meet some of the artists, and visit their studios.

“Using art to recognize outstanding achievement of an executive or an employee, to thank a client or to honor a volunteer, is a creative and innovative way to show appreciation,” stated **Eliane Markoff, the program’s founder**. “Beautiful pieces of art can motivate people for many years after the date of recognition”

Art-in-Giving offers a reward and recognition program which not only recognizes your outstanding performers, but benefits worthwhile charitable causes. Corporations have used *Art-in-Giving* to thank their major clients. Nonprofit organizations have used *Art-in-Giving* to honor premier donors as well as volunteers and employees.

How *Art-in-Giving* works

You can honor an individual by allowing the honoree to choose a painting from the art galleries and studios of the [SOWA Artists Guild of Boston](#) at 450 Harrison Avenue. Companies can also select a painting and request limited edition prints as gifts for their employees. Prices per print vary from \$100 to \$500, depending on quantity ordered. Prices of original paintings range from \$300 to \$5,000.

Who are the artists?

The artists are oil painters, watercolor painters, sculptors, and photographers. All are members of the SOWA Artists Guild. To date, they include:

John Borchard	www.johnborchard.com
Marian Dioguardi	www.mariandioguardi.com
Joanne Tarlin Franklin	www.joannesgallery.com
Debby Krim	www.dkrim.com
Eliane Markoff	www.artingiving.org
Ellen Rolli	www.ellenrolli.com
Steve Silver	www.silverwoodsstudio.com

...more

To attend the reception, or for further information, email Eliane Markoff at esmarkoff@verizon.net or call 781-235-6205.

Artists will receive 80% of the proceeds and 20% will be donated to Art in Giving. One hundred percent (100%) of all profits to Art in Giving will be applied to [The Rachel Molly Markoff Foundation](#), a 501 (c) 3 organization, and other non-profit organizations focusing on supporting children and their families affected by pediatric cancer.