

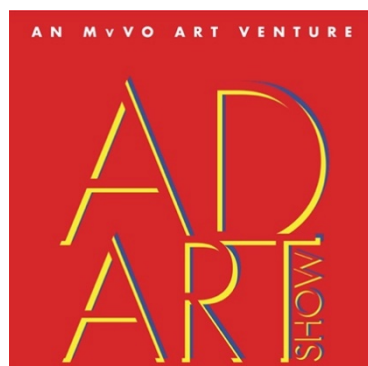
# M E D I A     A L E R T



## **AD ART SHOW 2020 Supports City Harvest**

**MvVO ART Announces Fundraising Effort for City Harvest  
During AD ART SHOW 2020**

**AD ART SHOW 2020 September 1 to 30, 2020  
At the Oculus at the Westfield World Trade Center and on [mvvoart.com](http://mvvoart.com)**



**MvVO ART**, creator of **AD ART SHOW**, announced a fundraising effort for **City Harvest** during the monthlong art show at the Oculus in the Westfield World Trade Center and online on the Artsy gallery platform. All profits from the sale of **AD ART SHOW 2020** commemorative branded merchandise will be donated to City Harvest from September 1-30, 2020, starting September 1 via [www.mvvoart.com](http://www.mvvoart.com).

City Harvest is New York's first and largest food rescue organization, helping to feed millions of New Yorkers who struggle to put meals on their tables. This year, they will rescue 109 million pounds of fresh, nutritious food and deliver it – free of charge – to more than 400 food pantries, soup kitchens, community partners and their own Mobile Markets across the five boroughs. September is Hunger Action Month—a national initiative encouraging individuals and organizations to raise awareness of hunger and to inspire people to action.

"At this challenging time, we're happy to do whatever we can to address food insecurity and to support the important work of City Harvest via the MvVO ART- AD ART SHOW platform," Maria van Vlodrop, Founder and CEO of MvVO ART commented.

AD ART SHOW features artwork created by artists working in advertising and related fields. This innovative all-digital art show presents artworks (paintings, sculptures, drawings, etc.) on the monumental screens inside the Oculus at Westfield World Trade center and for sale online via [www.mvvoart.com](http://www.mvvoart.com)

**About MvVO ART:**

MvVO ART is a New York based innovative art venture comprised of a team of art, advertising & marketing professionals, dedicated to creating new opportunities for artists, art lovers & brands to discover each other and form powerful partnerships. In 2018, MvVO ART's Founder & CEO, Maria van Vlodrop, global business executive created AD ART SHOW to celebrate creativity and the artists from advertising who create Art outside their day jobs. AD ART SHOW debuted successfully at Sotheby's in New York with 100 artists and is now at the Oculus at Westfield World Trade Center for a second year. MvVO ART is poised to reimagine & redefine the relationship between Art & Commerce. In 2020, Maria van Vlodrop was listed in Adweek's 100 Creative list as top ten cultural shaper in the pandemic and beyond.

Website: <http://mvvoart.com>

Instagram: <https://www.instagram.com/mvvoart/>

Maria van Vlodrop: <https://www.linkedin.com/in/maria-van-vlodrop-4010392/>

**About City Harvest:**

City Harvest is New York's first and largest food rescue organization, helping to feed millions of New Yorkers who struggle to put meals on their tables. This year, we will rescue 109 million pounds of fresh, nutritious food and deliver it – free of charge – to more than 400 food pantries, soup kitchens, community partners and our own Mobile Markets across the five boroughs. We work alongside our community partners to boost community capacity, expand nutrition education, and strengthen local food systems. For more than 35 years, City Harvest has always been there to feed our city – one day, one meal, one New Yorker at a time. To learn more, please visit [cityharvest.org](http://cityharvest.org).

**PRESS CONTACT for MvVO ART:**

**Norah Lawlor | Lawlor Media Group | [www.lawlormediagroup.com](http://www.lawlormediagroup.com)  
[norah@lawlormediagroup.com](mailto:norah@lawlormediagroup.com) | Tel: (212) 967-6900 | @lawlormedia**

**Lawlor Media Group**

One Rockefeller Plaza

11<sup>th</sup> Floor

New York, NY 10020

T: 212-967-6900

[www.lawlormediagroup.com](http://www.lawlormediagroup.com)

This message is confidential. It may also be privileged or otherwise protected by work product immunity or other legal rules. If you have received it by mistake, please let us know by e-mail reply and delete it from your system; you may not copy this message or disclose its contents to anyone. The integrity and security of this message cannot be guaranteed on the Internet.