

Art auction raises cash for depression

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(Auckland, New Zealand) 88 artists from the New Zealand Art Guild have joined forces to raise money for the Mental Health Foundation, producing a collaborative work which is to be auctioned on Trade Me from July 19th.

The artwork, entitled "Reach Out", is formed of ninety paintings on small wooden panels, combined on a wooden frame to make one large artwork which is 1.2m x 1.5m in total.

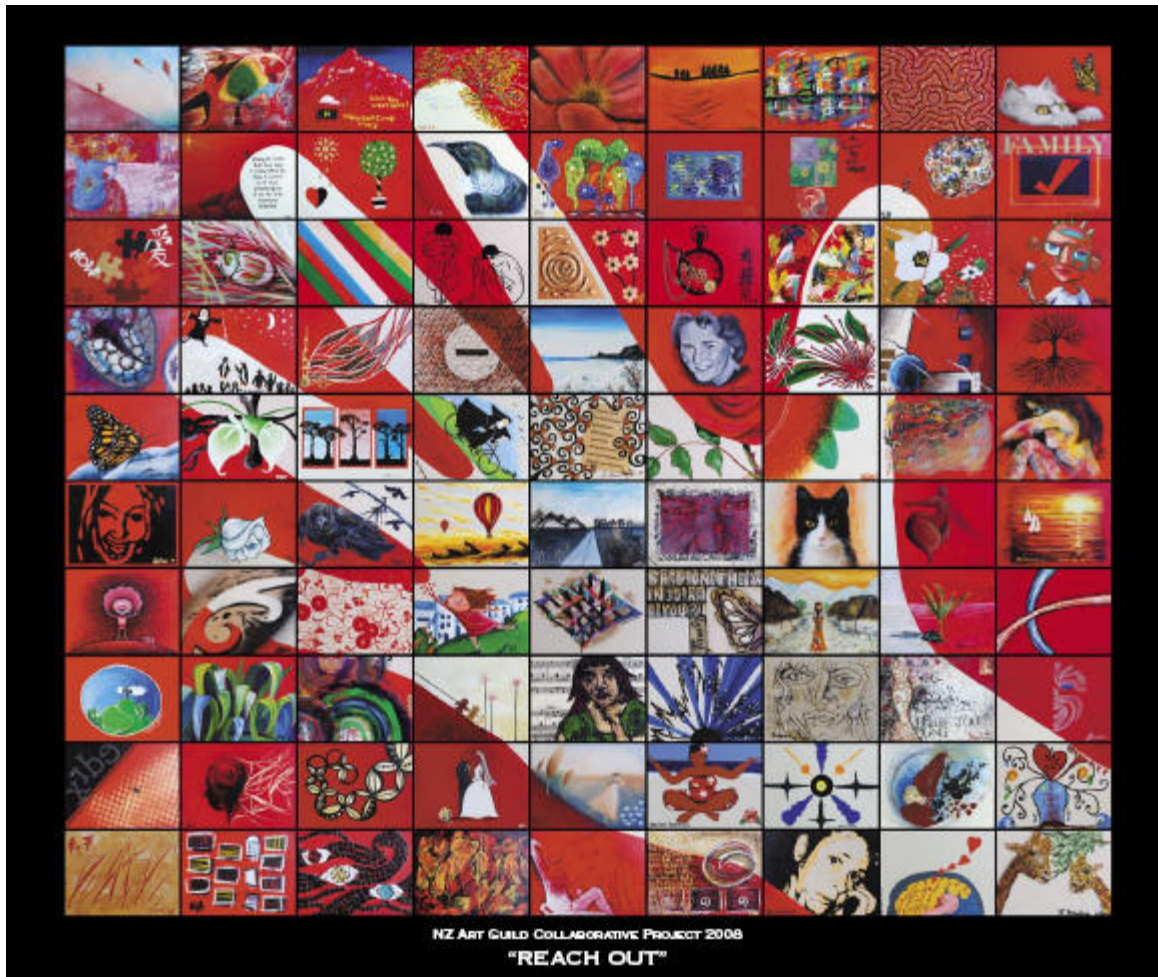
20% of the auction's proceeds will be donated to the Mental Health Foundation, along with \$5 from each sale of 500 smaller (38cm x 46cm, unmounted) limited edition prints of the work.

The Foundation will use funds raised to raise awareness of depression through their "Out Of The Blue" campaign, launched in 2005 to encourage people – particularly men – to take action. Research shows that up to one in five women and one in ten men will experience depression at some point in their lives, however men are less likely to seek help.

"We're delighted to be working with the New Zealand Art Guild to promote awareness of depression through such a vibrant project," says Judi Clements, Chief Executive of the Mental Health Foundation. "Depression affects men and women of all ages, races, and economic groups, and is not something you can just 'snap out of'.

"With money raised from this auction, we will continue to increase public awareness of the signs of depression, as well as where you can go for help. It's important to know that people who experience depression do get better. It is something you can recover from and learn to manage."

The artwork will be on display in Auckland at the New Zealand Art Guild's "Make It Memorable" exhibition from July 1st, at the Bruce Mason Centre in Takapuna.



ENDS

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Web resources:

www.outoftheblue.org.nz

www.mentalhealth.org.nz

www.nzartguild.co.nz