

For Immediate Release

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The ART of Rock & Roll unveiling

12 electric guitars designed by Art Institute of Seattle students benefit local Hope Heart Institute in the fight against America's No. 1 cause of death

BELLEVUE –Art Institute of Seattle students and faculty know how to rock for a cause. They embellished 12 electric guitars with paint, glitz, and glass – raising funds to help The Hope Heart Institute fight America's No. 1 killer, heart disease. These works of art are on display at Factoria Mall and Overlake Hospital.

The **ART of Rock & Roll** project is a prelude to the 22nd annual *On Wings of Hope* Gala, celebrating the *Heart and Soul of Rock & Roll* and featuring a live performance by Everclear. The Gala is the largest fundraiser for The Hope Heart Institute, bringing critical heart disease research and prevention programs to Pacific Northwest residents. All money raised will directly fund these local programs.

The top 4 guitars will be presented and auctioned at the Gala alongside guitars autographed by stars like The Rolling Stones and The Jonas Brothers. The remaining ART of Rock & Roll guitars will be auctioned on-line. Visit www.hopeheart.org for the auction link.

ART of Rock & Roll

Now thru February 17th

Factoria Mall (displayed near Target entrance): 4055 Factoria Boulevard Southeast, Bellevue
Overlake Hospital (displayed near North Garage lobby): 925 116th Avenue Northeast, Bellevue

The Hope Heart Institute, a Seattle-area non-profit, has a 50-year history of revolutionary medical advances and educational curricula that make heart disease – America's No. 1 cause of death – more treatable, beatable, and preventable. For more, visit www.hopeheart.org.

The Art Institute of Seattle is one of The Art Institutes (www.artinstitutes.edu), with 35 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary professionals.

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