



YOUNG RURAL WOMEN AND ROSIE BATTY LAUNCH WORLD-FIRST ART MARATHON

Young rural women from **Big hART**'s Project O initiative alongside **Rosie Batty** will launch the art-marathon '**Colourathon**', a world-first initiative at the **National Gallery of Australia** on November 30 to raise awareness and funds for family violence prevention.

"We are delighted to announce this significant national event", said Genevieve Dugard, National Director Project O, "Designed and delivered by the young women of **Project O**, Colourathon brings together community, businesses and government to colour for change to address one of Australia's most critical issues, family violence."

"The National Gallery is proud to host this important event", said Kirsten Paisley, NGA Deputy Director. "Driven by the female leaders of the future, this innovative art marathon will engage the nation in attitudinal change."

Colourathon is a 12 hour art-making marathon which is being delivered by over 40 young women as young as 12 from all over the country, and will be launched by 2015 Australian of the Year and domestic violence campaigner Rosie Batty. Colourathon is the brainchild of campaigning arts organisation Big hART, who have been working with young women in Roebourne WA, Cooma NSW, Wynyard TAS and Canberra to address this entrenched issue, through a strategy called Project O. Harnessing the global trend of colouring in for mindfulness, every hour of colouring in will raise funds for specialist childhood trauma training for staff in women's shelters. Statistics show that 1 in 3 women over the age of 15 in Australia have experienced physical violence, 50% of those who have experienced violence have children in their care, with the average age of a child fleeing violence and needing crisis care just 2 ½ years old, there is a critical need for specialist services which support children in women's shelters.

Funds raised on the day will be supported by a national crowdfunding campaign beginning in November on **colourathon.com**.

The colouring in art marathon will be held in the sculpture garden of the National Gallery of Australia on Thursday 30th November, running for 12 hours from 9am-9pm. There will also be large-scale murals, weaving, live music and films taking place throughout the event, and from 4-7pm the general public will be able to join in and colour for change. Original artwork of 2 acclaimed young female Australian artists will be a feature of the event – multi-disciplinary artist George Rose who has created vibrant murals with the young women of Roebourne in the Pilbara, which are being developed into an augmented reality app. for the event; and Indigenous textile and fibre artist Elisa Jane Carmichael from Queensland, who is working with Canberra young women thanks to the support of **Canberra Theatre Centre** and a residency from **Ainslie and Gorman Arts Centres** in Canberra.

The **Colourathon for Corporates** Kit will also be launched on the day, which offers businesses an opportunity to engage in a corporate response to family violence with staff colouring in from their office. Plus, there will also be local satellite Colourathon events happening around the country in the areas Project O operates.



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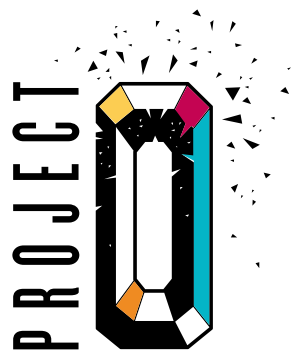
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Big hART's Project O is a primary prevention project where young rural women develop new skills and learn to advocate for change in their community. It invests in young rural women as change-makers, building resilience and identifying employment pathways, removing the barriers arising from family violence and delivering generational change in communities.

Big hART was founded in Tasmania's North West 25 years ago and has since grown into Australia's leading arts and social change organisation of national renown. Our work assists vulnerable people who are experiencing complex disadvantage to have a voice, reimagine their future, and gain the skills – the gift of their story can help drive generational change. To date Big hART has worked in over 50 communities, alongside over 8000 individuals in urban, rural, regional and remote Australia and won over 45 awards, most recently the 2017 Telstra Business of the Year and Charity of the Year in Tasmania.

Colourathon is proudly supported by the National Gallery of Australia, Canberra Theatre Centre, Ainslie and Gorman Arts Centres, Perpetual, Australia Council for the Arts, The Federal Government's Office for Women, Catalyst, NYFL, Wirru-murra Yindjibarndi Aboriginal Corporation, FMG, Pilbara Development Commission, City of Karratha, Campbell High School, Wynyard High, Monaro High and by media partners Frankie Magazine and HerCanberra.

COLOURATHON



Major Event Partners:

NGA
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Media Partners:



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