

ART FROM THE ASHES ANNOUNCES *SEEDS OF REGROWTH* INITIATIVES TO SUPPORT CALIFORNIA WILDFIRE RECOVERY IN SHASTA COUNTY

**COMMUNITY PROGRAMMING AND BENEFIT ART EXHIBITION
PLANNED FOR OCTOBER 2019**

(Los Angeles, CA - July 19, 2019)

ART from the ashes' *Seeds of Regrowth* exhibition and community programming is planned for October 12th - November 15th in Redding CA. Programming will take place at multiple locations in downtown Redding, including Shasta County Arts Council, California Street Labs and Sherven Square.

Seeds of Regrowth will feature unique works of art from over 60 California based artists with a majority from Shasta County. Included in this diverse collective are professionals in the U.S. Forest Service, North Zone Fire Cache, Bureau of Land Management and UC Agricultural & Natural Resources Division. All works and installations will incorporate or be inspired by materials reclaimed from fire site locations. By integrating site-specific materials and imagery into the artistic process, these works symbolize resilience, renewal and embody the transformative power of art.

In partnership with community organizations and volunteers, including artists, art therapists and ecologists, ART from the ashes (AFTA) has developed a series of art process workshops and artist salons over the past six months; and participated in the 2019 Sundial Music Festival with "Lifecycle", an interactive art installation that symbolizes transformation, transition and renewal. It is currently on display at California Street Labs.

The AFTA *Seeds of Regrowth* art exhibition will include community engagement programming, artist demonstrations, lectures and panel discussions that integrate art, community and ecology. Proceeds from the exhibition will support restoration efforts at Whiskeytown National Recreation Area, a touchstone for the resident community and visitors to the region.

"While the park, surrounding lands, staff and local communities suffered immense loss in the aftermath of the Carr Fire, we are making daily strides in the reopening of key destinations within Whiskeytown National Recreation Area. The National Park Service welcomes the opportunity to partner with ART from the ashes to further engage the community and come together to support the regeneration of trails and open space within the park. Their mission of using a creative platform to connect art, community and ecology aligns with our commitment to providing a memorable recreation experience," Josh Hoines, Superintendent Whiskeytown National Recreation Area.

Special thanks to our initial community partners and supporters including: Shasta County Arts Council, The McConnell Foundation, Shasta Living Streets, Sherven Square and Friends of Whiskeytown.

VISIT artfromtheashes.org/

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ART from the ashes (AFTA) is a California based 501 (c)(3) non-profit whose mission supports communities affected by wildfire through the cathartic power of art. AFTA's work focuses on the intersection of art, community and ecology as part of the long-term recovery plan. Within the framework of AFTA's arts programming we aim to invite conversation and foster awareness about California's ecology, climate challenges and how we can adapt and evolve to become fire resilient. AFTA's programming includes public art installations, art exhibitions, workshops and demonstrations, artist salons, and panel discussions and is made possible by contributing artists, volunteers, sponsors, grants and donations.

artfromtheashes.org

Whiskeytown National Recreation Area was established on November 8, 1965 "...to provide...for the public outdoor recreation use and enjoyment of the Whiskeytown reservoir and surrounding lands...by present and future generations and the conservation of scenic, scientific, historic and other values contributing to public enjoyment of such land and waters..." Whiskeytown National Recreation Area provides an exceptionally wide variety of experiences for a diverse group of users. This occurs on the lake, beaches, and in the backcountry, and includes boating, swimming, camping, hiking, biking, fishing, hunting, horseback riding, and gold panning. Whiskeytown National Recreation Area is a unit of the Whiskeytown-Shasta-Trinity National Recreation Area. The U.S. Forest Service manages the Shasta and Trinity units and the National Park Service manages the Whiskeytown unit. <https://www.nps.gov/whis/planyourvisit/whiskeytown-camping.htm>

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