



PROJECT PERPETUAL

About *Project Perpetual*

Launched in 2012, *Project Perpetual's* mission is to bring together the world of art and the people of indisputable international standing and influence to create original works of art, and to organize public awareness campaigns to benefit, protect and support children in need.

Believing that genuine creativity can motivate new ways of giving, *Project Perpetual* raises funds through the sale of exclusive artworks and generates opportunities for imaginative advocacy from contributors who have the profile to engage a broader public in children's causes in vital need of attention.

Project Perpetual's first initiative raised nearly \$6 million at an auction to benefit the United Nations Foundation and its initiative, Shot@Life to provide basic vaccines to children in Africa and Asia. Thanks to a unique collaboration with Jeff Koons — who had created a unique life size sculpture from his Gazing Ball series — inspired by the project's mission, this 18-month campaign also engaged celebrities, musicians the most influential figures from the world's of art and fashion to raise public awareness.

The aim is no less than to “change the conversation”, shifting views and by so doing, saving lives.

Project Perpetual is a member of the Clinton Global Initiative (CGI) and will be launching a new campaign in 2017.

For more information, please visit www.projectperpetual.org.