

FOR IMMEDIATE RELEASE

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**ST. LOUIS TO SPREAD ITS WINGS
BJC Wings Announces Citywide Public Art Project**

ST. LOUIS (February 16, 2010) *It is said if a butterfly flaps its wings the effect can be felt around the world.* Wings, the BJC pediatric hospice and palliative care program, announced it will be sponsoring a citywide public art project showcasing over fifty decorated butterflies in prominent locations throughout our community next Spring. The program, called Wings in the City, will raise funds for Wings' new Jennifer and Jim Koman Expressive Therapy Program.

Each of the fiberglass butterflies, (five feet high by four feet wide), will be painted by a local artist, in partnership with a sponsoring individual or organization. Mary Engelbreit, the event's Honorary Artist, has led the charge calling artists throughout the region to design beautiful, whimsical and unique creations.

Wings in the City, similar to Cows on Parade in Chicago and Pigs on Parade in Seattle, is a fun opportunity to gain visibility and raise needed funds for Wings' specialty programs. Barbara Westland, Executive Director of BJC Hospice, says, "Wings in the City is such an exciting project. While it promises to raise awareness and important funds for the Wings program, it will be such a wonderful event for our community and sponsors, too. Our butterfly logo symbolizes both hope and grace. We can't thank our Presenting Sponsor, Emerson, and our media partner St. Louis magazine enough for their support of this event and other charitable programs that make such a difference in our community."

The butterflies will be delivered to St. Louis in April. Decorated butterflies will be unveiled at a sneak peek event at the World's Fair Pavilion in Forest Park in October 2010, before they go back in to their cocoons for the winter. The Butterflies will then be on display next Spring from March 2011 through May 2011 in prominent locations throughout the city and county and will be sold at the Art Takes Flight Auction in May 2011.

Established in 1997, Wings is a nonprofit organization that provides palliative and hospice care to children who have progressive or life-threatening illnesses, regardless of the family's ability to pay. It is the only program of its kind in our area, providing clinical care and expressive therapy to patients and their families to help minimize the fear and maximize the joy during a difficult time.

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If you'd like more information on this topic, or a black and white photograph of an unpainted butterfly, please call Sally Gelfman at 314-223-6115 or e-mail sallygelfman@gmail.com.

