



**pablolove shutterbugs**  
a program of the pablolove foundation

**New Orleans**  
**Gallery Show**  
Thursday, October 23

**Pablolove Shutterbugs**, the signature arts program of The Pablolove Foundation, teaches **children living with cancer** to develop their creative voice through the art of **photography**.





## About The Pablove Foundation

Helping kids with cancer **live**  
a **love**-filled life today  
and a cancer-free **life** tomorrow

The Pablove Foundation is named after Pablo Thrailkill Castelaz, the son of Jo Ann Thrailkill and Jeff Castelaz and the little brother of Grady Gallagher. Pablo was six years old when he lost his valiant yearlong battle with bilateral Wilms Tumor, a rare form of childhood cancer. Imbued with his spirit and inspired by his strength, Pablove is dedicated to the daily, global fight against childhood cancer, and the suffering that comes in its wake.

We fight on in order to amplify one simple message:  
**kids get cancer too.**

The mission of the  
Pablove Foundation is to:

**Invest** in under-funded, cutting-edge pediatric cancer research

*In the past four years, our **Childhood Cancer Research Grants** totaled \$900,000 in funding for innovative research projects.*

**Inspire** cancer families through education

*Our Annual **Childhood Cancer Symposia** bring together medical professionals and patient families from around the country. Each year, the country's leading experts present on critical subjects like rare pediatric cancers and their long-term effects.*

**Improve** the lives of children living with cancer through the arts

*Our **Pablove Shutterbugs** program teaches children living with cancer to develop their creative voice through the art of photography. To date, this program has reached over 400 children in the United States.*

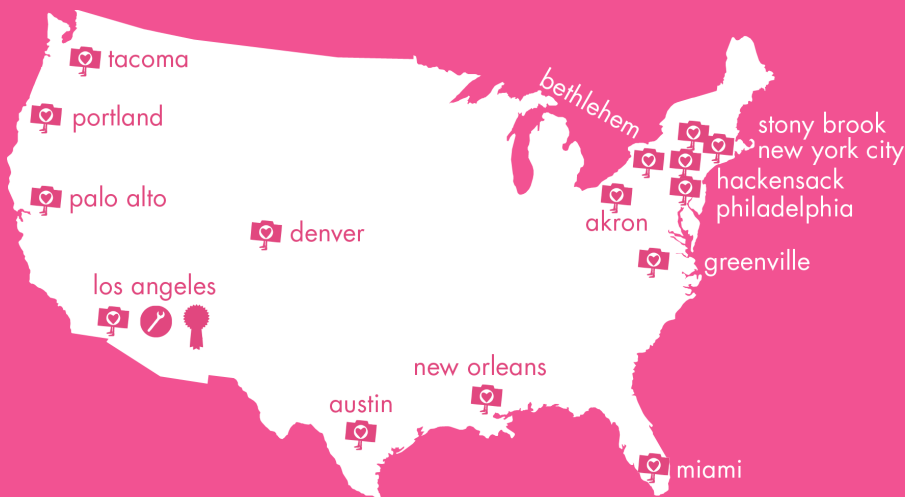
# About Pablove Shutterbugs

- ♥ Introduces children living with cancer to the art of photography.
- ♥ Partners professional, working photographers with childhood cancer patients for one-on-one mentorships and lessons in a group setting.
- ♥ Encourages creative thinking, fosters self-esteem, and develops independence while teaching students about the basic principles of photography.
- ♥ Displays each child's work in a professional photography gallery.
- ♥ Provides camera equipment to each student to further encourage them to take pictures and develop their creative process using photography.

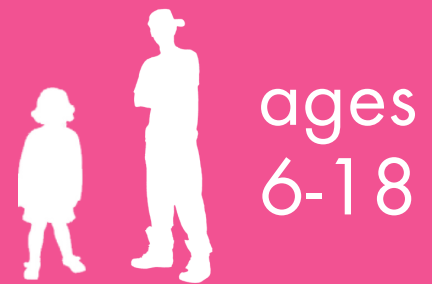


## where we serve

- 8-/5-week classes
- workshops
- summer camps



## who we serve



ages  
6-18

400

students reached since 2011

## lessons include

- bird's eye view
- worm's eye view
- storytelling

15  
students

average class size



over 200 volunteers since 2011



## About the Pablove Shutterbugs Gallery Show

Our annual Pablove Shutterbugs Gallery Show celebrates the work of our students while raising awareness of childhood cancer. With our graduates' photographic vision on display, their families, friends, and art lovers can come together to support the continuation of our program in New Orleans.

All proceeds from the student prints sold through our Gallery Shows directly benefit the Pablove Shutterbugs program, which allows us to continue putting cameras in the hands of kids and teens living with cancer.

Our First Annual  
**Pablove Shutterbugs  
New Orleans Gallery Show**  
Thursday, October 23rd  
4 p.m. to 8 p.m.

**Du Mois Gallery**  
4609 Freret Street  
New Orleans, LA

# Student Photo Examples



Leslie, age 10



Chymanee, age 9



Nicholas, age 11



Catherine, age 8



Marcos, age 12



Jose, age 11

# Student Photo Examples



Keila, age 11



Jacob, age 10



Giancarlos, age 8



Emory, age 11



Matthew, age 6



Hany, age 9



*"I got to meet new people going through the same situation as me, letting me know that I am not alone."*

- Student



*"After all the bad that is going on, Saturday comes and it makes everything easier."*

- Student



*"Pablove Shutterbugs came at the right time. We were experiencing a lot of stress, but thanks to the program everything feels so much smoother."*

- Parent



# Sponsor the 2014 Pablove Shutterbugs New Orleans Gallery Show

	<b>\$25,000</b> Presenting Sponsor	<b>\$10,000</b> Lionhearted Sponsor	<b>\$5,000</b> Tenderhearted Sponsor	<b>\$2,500</b> Warmhearted Sponsor	<b>\$1,000</b> Kindhearted Sponsor
Show promoted as "Presented By" Your Company	♥				
Name recognition and quote from Company Executive in press release	♥				
Sponsorship promoted in media outreach	♥	♥			
Logo inclusion and linkage on event marketing materials	♥	♥			
"Sponsor of the Month" in Pablove newsletter	♥	♥			
Promotional tie-in opportunities	♥	♥	♥		
Commemorative student print	♥	♥	♥	♥	
Logo inclusion and linkage on pablove.org	♥	♥	♥	♥	♥
Logo inclusion and linkage on event website	♥	♥	♥	♥	♥
Logo inclusion on event signage	♥	♥	♥	♥	♥
Sponsorship promoted on social media	♥	♥	♥	♥	♥



# Join our Pablove Shutterbugs Supporters

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UNITED TALENT  
AGENCY

METABOLIC STUDIO



EPSON®

SHUTTERFLY INC



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HERBRITTS

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## Our Reach



**Fans:** 16,293  
**Monthly reach:**  
150,412  
**Monthly impressions:**  
693,978  
**Friends of fans:**  
6,166,825



**Followers:** 5,354  
**Key mentions:**  
@Blink182,  
@LouisCK, @BeastieBoys,  
@KateeSackhoff  
@Garbage + @NickJonas



**Views:**  
135,795  
**Videos:** 342



**Circles:**  
158,726  
**+1s:** 149,495



**Average monthly website visits:**  
4,451  
**Average monthly page views:**  
10,586  
**Newsletter subscribers:**  
8,622

*"I am amazed at my son's progress and artistic growth. He was not an 'artsy' child prior to cancer. Thank you."*  
- Parent



## Contact

**Jo Ann Thrailkill**  
President/CEO  
[joann@pablove.org](mailto:joann@pablove.org)

**Ana Rose O'Halloran**  
Senior Director  
[anarose@pablove.org](mailto:anarose@pablove.org)

**The Pablove Foundation**  
6607 West Sunset Blvd.  
Los Angeles, CA 90028

323.657.5557

[pablove.org/nolashow](http://pablove.org/nolashow)