



pablove shutterbugs
a program of the pablove foundation

New Orleans Gallery Show Fall 2015

Pablove Shutterbugs, the signature arts program of The Pablove 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 Thraikill Castelaz, the son of Jo Ann Thraikill 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 five years, we have funded over \$1,000,000 in **Childhood Cancer Research Grants** 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, we have served more than 800 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 the basic principles of photography.
- ♥ Displays each student artist's work in a professional photography gallery.
- ♥ Provides camera equipment to each student artist to keep so they continue to express themselves and develop their creative process using photography.



where we serve



8-/5-week classes



workshops



summer camps



who we serve



ages
6-18

800

students reached since 2011

lessons include



bird's eye view



worm's eye view



storytelling

15
students

average class size



over 400 volunteers since 2011

About Pablove Shutterbugs New Orleans

Pablove Shutterbugs New Orleans operates as a five-week program and is led by a Local Teaching Artist. Students, ages 6 to 18, participate in a series of lessons created to encourage photographic creativity. The lessons cover topics such as lighting, composition, and perspective. Students receive their own camera kit so they can put what they've learned into action. At the end of the five-week program, students are celebrated in a graduation ceremony to commend their hard work and to encourage them to continue using photography as a tool for self-expression.

Pablove Shutterbugs New Orleans is a community program and is possible thanks to the generous support of The RosaMary Foundation, The Better Than Ezra Foundation, The Newman School, A to Z Framing, Shutterfly, Wiredrive, and our hospital partners: Children's Hospital New Orleans, Ochsner Children's Health Center, and Tulane Medical Center.

New Orleans Student Photo Examples



Maddy, age 5



Anthony, age 15



Ben, age 6



Cameron, age 13



About the Pablove Shutterbugs Gallery Show

Pablove Shutterbug Ben

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 Show directly benefit the Pablove Shutterbugs program in New Orleans, which allows us to continue putting cameras in the hands of local kids and teens living with cancer.



"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 2015 Pablove Shutterbugs New Orleans Gallery Show

	\$15,000 Presenting Sponsor	\$10,000 Lionhearted Sponsor	\$5,000 Tenderhearted Sponsor	\$2,500 Warmhearted Sponsor	\$1,000 Kindhearted Sponsor
Show "Presented By" Your Company on all event materials					
Name recognition and quote from Company Executive in press release					
Sponsorship promoted in media outreach					
Promotional tie-in opportunities					
Logo inclusion on exhibition title wall					
Commemorative framed student print					
Logo inclusion and linkage on pablove.org					
Logo inclusion and linkage on event marketing materials + social media					
Logo inclusion on event signage					

Join our Pablove Shutterbugs Supporters



UNITED TALENT AGENCY



Our Reach (as of 6/25/15)



Fans: 16,627

Average Organic Reach: 11,869

Average Monthly Reach: 40,133



Followers: 5,860
Key mentions:
 @Blink182, @Maroon5, @LouisCK,
 @BeastieBoys, @KateeSackhoff,
 @KatyPerry, @IMKristenBell,
 @Garbage, @JuddApatow,
 @NickJonas, @JoelMcHale,
 @HalfAdams, @AshleyTisdale,
 @StephMcMahon



Views: 150,687
Videos: 358



Posts: 1,523
Followers: 1,172
Likes: 33,117
Comments: 669



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



Pablove Shutterbugs at the New Orleans Museum of Art

“My daughter’s life has been impacted forever through Pablove Shutterbugs. To our family, Pablove Shutterbugs has meant happy times, smiles, hidden talents revealed, and union.” - Parent

Contact

Jo Ann Thrailkill
Co-Founder + President/CEO
joann@pablove.org

Ashley Lough
Events Manager
ashleylough@pablove.org

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

323.657.5557

pablove.org/nolashow