

## **Eucatex Paints sponsors art workshop for children at Viva a Mata 2014, at the Ibirapuera Park**

Eucatex Paints, in partnership with environmental artist Alexandre Huber, are participating in the 10<sup>th</sup> edition of the **Viva a Mata: Encontro Nacional pela Mata Atlântica**. The event will occur on May 23<sup>rd</sup> and 25<sup>th</sup>, from 9 am to 6 pm at the Ibirapuera Park Marquee, in São Paulo.

Responsible for the themed area “Sea”, Alexandre Huber will receive the children for a conversation on the importance of the preservation of rivers and seas, caution with waste and recycling. Soon after, the children will be able to use their imagination to make paintings about the issue on canvases and key chains. The workshop is free and all the children can take their work home.

Accustomed to using Eucatex paints in the workshops he carries out in the whole of Brazil, for the event promoted by the Fundação SOS Mata Atlântica, Huber will count on the recently launched *Eucatex Premium Spray* line and its variety of colors. The new line will also be used in the graffiti by Dingos Del Barco, an artist invited by Huber to the event.

“Eucatex supports artists like Alexandre Huber for seeing art as an excellent tool in raising awareness among children, who will be responsible for the future of our planet”, reiterates Gregorio Bastos Alencar, Product Coordinator at Eucatex Paints.

The free event, open to the public, is a celebration of the National Atlantic Forest Day, officially celebrated on May 27<sup>th</sup>. For this edition, the chosen theme is “Atlantic Forest, Your Home” and, in addition to the interactive activities taking place in the themes areas, there will also be exhibitions, shows, plays, talks and debates.

### **• SERVICE**

**Viva a Mata: Encontro Nacional pela Mata Atlântica**

Date: May 23<sup>rd</sup> to 25<sup>th</sup>, 9 am to 6 pm

Location: Ibirapuera Park Marquee