

**FOR IMMEDIATE RELEASE**

**VISUAL AIDS PRESENTS  
THE 21<sup>ST</sup> ANNUAL POSTCARDS FROM THE EDGE BENEFIT  
FRIDAY, FEB. 22 – SUNDAY, FEB. 24, 2019  
AT BORTOLAMI IN TRIBECA**

**Participating artists: Laurie Simmons, Marcel Dzama, Marilyn Minter, Catherine Opie, Barbara Hammer, Kiki Smith, William Wegman, Mary Heilmann, and many more!**



*Image credit: Postcards from the Edge 2018, Steven Rosen Photography*

**PREVIEW PARTY: Friday, February 22, 2019 from 5:00 – 8:00 p.m.**

**BENEFIT SALE: Saturday, February 23, 2019 from 10:00 a.m. – 6:00 p.m. & Sunday, February 24, 2019 from noon – 4:00 p.m.**

**New York, October 24, 2018 – Visual AIDS** is pleased to announce the 21<sup>st</sup> edition of **Postcards from the Edge**, the organization's first annual benefit event of the year for 2019. Widely known as one of Visual AIDS' most exciting benefits, Postcards from the Edge provides an opportunity for the public to purchase original pieces of postcard-sized artwork by both established and emerging artists for only \$85 each. The 21<sup>st</sup> annual sale will be held from **February 22<sup>nd</sup> to 24<sup>th</sup>, 2019** at host gallery **Bortolami**, located on 39 Walker Street in Tribeca, New York City.

Each year Visual AIDS calls on artists from around the world to create and donate a 4" x 6" piece of original artwork. This year, acclaimed artists such as **Stephen Andrews, Nancy Burson, Kathe Burkhart, Geoff Chadsey, Moyra Davey, Marcel Dzama, Adriana Farmiga, Avram Finkelstein, Judy Glantzman, Barbara Hammer, Jane Hammond, Mary Heilmann, Joyce Kozloff, Julie Mehretu, Marilyn Minter, Catherine Opie, Kiki Smith, Laurie Simmons, Barbara Takenaga, William Wegman, Rob Wynne,** and

others will be joining a wide range of talented artists in submitting new works in a variety of media including painting, drawing, photography, collage and mixed media. Over 1,500 postcard-sized artworks will be on display, and each will be uniformly priced at \$85. All works are displayed anonymously, with the artist's identity revealed only after the work has been purchased.

Postcards from the Edge continues to draw a dynamic crowd of contemporary art enthusiasts as well as the general public. The fundraiser has attracted an impressive following with many eager fans camping overnight to ensure that they are one of the first guests through the door on the first day of the sale.

The two-day **Benefit Sale** of postcard-sized art begins on **Saturday, February 23, 2019 from 10:00 a.m. – 6:00 p.m.** and continues through **Sunday, February 24, from noon – 4:00 p.m.** Admission to the Benefit Sale is first-come, first-served with the suggested donation of \$5 each day.

The **Preview Party** will be held on **Friday, February 22, 2019 from 6:00 – 8:00 p.m.** Admission includes 2 raffle tickets for the chance to win first choice of any postcard that evening. The party will also include a silent auction of art and VIP passes allowing the highest bidder to bypass the line on Saturday morning. Advanced ticket purchase will be available soon at [www.visualaids.org](http://www.visualaids.org).

**The Preview Party is the only chance to see the entire exhibition.** No sales.

All postcards are \$85, but as a way for Visual AIDS to show its appreciation, anyone who purchases four postcards will receive a fifth one for free. On Sunday, guests who purchase two works will receive the third for free. Whether the works purchased are created by a famous or newly-discovered artist, all collectors walk away with a piece of art they love, knowing the money raised will support art programs raising AIDS awareness.

#### **History of Visual AIDS' Postcards from the Edge**

2019 will mark the 21<sup>st</sup> year of Visual AIDS' Postcards from the Edge benefit, and the impressive 21-year run of this event is a testament to its effectiveness as a fundraising tool. Visual AIDS first held Postcards from the Edge in 1998 and has since raised about \$800,000 via this annual fundraiser. Since the event's conception, over 20,000 postcard-sized works have been donated by artists from around the world. Noteworthy artists who have participated in past years include: Louise Bourgeois, Cindy Sherman, Leon Golub, Sol LeWitt, Barbara Kruger, Frank Moore, Elizabeth Murray, Nancy Spero, Yoko Ono, Tom Wesselmann, and many others. By participating in Postcards from the Edge, artists and collectors support the mission of Visual AIDS, enabling the organization to produce contemporary art programs that promote AIDS awareness and support artists living with HIV.

#### **About Visual AIDS**

Visual AIDS utilizes art to fight AIDS by provoking dialogue, supporting HIV+ artists, and preserving a legacy, because AIDS is not over. Visual AIDS is the only contemporary arts organization fully committed to HIV prevention and AIDS awareness through producing and presenting visual art projects, while assisting artists living with HIV/AIDS. Visual AIDS is committed to preserving and honoring the work of artists with HIV/AIDS and the artistic contributions of the AIDS movement. For additional information on Visual AIDS, please visit [www.VisualAIDS.org](http://www.VisualAIDS.org).

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**#VisualAIDS**  
**#PFTE2019**  
**#PostcardsFromTheEdge**