

Improve your public image —
be a retailer who cares!

Give your employees something
to brag about in their sales pitches.

Increase your standing in the
community while increasing your sales.

Join the Retailer Network Today!

Member Benefits:

- **National Exposure:** Be featured in advertising campaigns and listed on our popular website
- **Marketing Support:** Take advantage of fabulous point of sale, direct mail and camera ready advertising materials
- **Referrals:** Learn about corporate clients in your community who are seeking quantity purchases of socially responsible merchandise
- **Grants:** Nominate local nonprofits to receive Art as a Catalyst grants

Signing up is easy!

Call 1-800-962-1545 to receive your Retailer Network benefits package. For more about Art as a Catalyst, visit www.artasacatalyst.org.

Help Us Do Good!

Art as a Catalyst

The Gary Rosenthal Collection, Inc.

4210 Howard Ave.

Kensington, MD 20895

800.962.1545 or 301.493.5577

info@artasacatalyst.org

www.artasacatalyst.org

Using Art as an Engine for Community
Involvement and Social Change

RETAILER NETWORK

ART AS A CATALYST



Joining Retailers Across the Nation:
Doing Good and Selling More



Art as a Catalyst Socially Responsible Product Line

The Gary Rosenthal Collection and Art as a Catalyst™ have created the first ever socially responsible Retailer Network. Stores nationwide carrying the fabulous Art as a Catalyst product line will be raising much needed funds for a variety of worthy causes. Uniting stores throughout America, the network's main goal is to give back to local communities while attracting new customers and retaining existing ones. Studies have proven that socially responsible marketing works. What's more, by helping others, Retailer Network members actually boost their own bottom lines.



www.artasacatalyst.org



About Art as a Catalyst™ and The Gary Rosenthal Collection

The Art as a Catalyst™ social venture program is designed, funded and implemented by The Gary Rosenthal Collection. Art as a Catalyst develops cause-related marketing programs to help non-profit organizations raise money and support arts enrichment and education, focusing primarily on intergenerational community building activities. In 2004, The Gary Rosenthal Foundation awarded over \$70,000 in cash grants as well as substantial in-kind contributions.

Gary Rosenthal has been a leader within the American craft movement for more than 30 years. Together with a team of talented craftspeople, he creates one of the most popular and unique lines of sculpture in the country. The Gary Rosenthal Collection. A unique blend of metal and brilliant glass, artwork from the Collection has been given to American presidents and displayed in fine galleries and museums throughout the world.