



For immediate release

**THE GARY ROSENTHAL COLLECTION TO LAUNCH
ART AS A CATALYST RETAILER NETWORK**

*World-Renowned Artist Partners with Retailers, Nonprofits to Do Good
Announcement Set for August 5 at 9:45 a.m. at Philadelphia Buyers Market Craft Show*

PHILADELPHIA, Pennsylvania, August 2, 2005 – This Friday in Philadelphia, world-renowned craft artist Gary Rosenthal will unveil plans for a nationwide network of craft gallery retailers dedicated to helping community-based programs.

The Art as a Catalyst Retailer Network will bring together retailers from across the country to help raise funds for nonprofit organizations. Retailers will carry the unique Art as a Catalyst product line, developed in collaboration with nonprofit organizations under Rosenthal’s direction, with a portion of the proceeds donated to the charity.

The Retailer Network will be launched on August 5 at 9:45 a.m. at the Philadelphia Convention Center during a ribbon-cutting ceremony for the Philadelphia Buyers Market of American Craft, the nation’s largest trade-only craft show. Philadelphia Mayor John Street and member families from the Autism Society of America (ASA) will help launch the new program before an audience of more than 2,000 American craft retailers.

“The Art as a Catalyst Retailer Network is part of a larger social venture program we designed to use business as the basis for good works and good works as the basis for improving business. Customers, sales staff, and store owners all want to be socially responsible, and by purchasing and selling our Art as a Catalyst products, they help create jobs and raise money for nonprofits,” Rosenthal said.

The Retailer Network provides members with national and local recognition, marketing support, and sales assistance. Retailer Network members will also be able to nominate nonprofits in their local communities for grants. Consumers will be able to identify member stores by the Art as a Catalyst Retail Network window decal. Additionally, participating retailers will be featured in national advertising in craft magazines and listed on the Art as a Catalyst Web site (www.artasacatalyst.org).

(more)

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“The Art as a Catalyst Retailer Network is an excellent way for craft galleries to get involved with philanthropy,” said Wendy Rosen, publisher of AmericanStyle magazine, whose company, The Rosen Group, produces the Philadelphia Buyers Market of American Craft.

The Retailer Network grew out of the successful Art as a Catalyst program, which Rosenthal developed in 2003 to help nonprofit organizations develop community-based cause-related marketing programs. The Gary Rosenthal Collection Foundation, which is funded by sales of items created by the Art as a Catalyst program, donated more than \$70,000 in cash grants and made substantial in-kind contributions last year to nonprofit organizations that support causes ranging from at-risk youth programs to family-centered facilities for children suffering from serious illnesses.

As part of the Art as a Catalyst program, Autism Society of America (ASA) member families from the Philadelphia area will make a colorful mosaic, which will be sent to Rosenthal’s studio in Kensington, Maryland and crafted into jewelry, bookmarks, money clips, and other pieces of art. Each piece costs \$20, and a portion of sales benefits ASA and the autism community.

For more information about the Art as a Catalyst Retailer Network, call 1-800-962-1545 or visit the Art as a Catalyst Web site at www.artasacatalyst.org.

About The Gary Rosenthal Collection and Art as a Catalyst

The Gary Rosenthal Collection has been a leader in the American craft movement for nearly 30 years. Combining copper, brass, and steel with brilliant fused glass, the collection has a contemporary style rooted in tradition. Pieces of the collection have been presented to American presidents and displayed in fine galleries and museums throughout the world.

The Art as a Catalyst program practices a distinctive brand of social entrepreneurship designed, funded, and implemented by The Gary Rosenthal Collection. Through the sale of a unique product line of gifts and awards, Art as a Catalyst generates funds for arts enrichment and education programs.

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