

# NEWS

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## **Nico Vega and the ICAF Launch “WE ARE THE ART” Campaign**

WASHINGTON – Nico Vega, a Los Angeles band has created an album inspired by the importance of art in everyday life, aptly titled “We Are The Art”. The band’s music has been featured in TV shows and movies, most recently in the trailer of upcoming Tom Cruise movie *Jack Reacher*.

Nico Vega has teamed up with the International Child Art Foundation (ICAF) to invite children from around the world to make short video clips on the arts they create as their favorite. This could be a painting, a sculpture, a piece of music, a theatrical or dance performance, or any indigenous form of art. Children will email their videos to the ICAF by January 31, 2013. A jury will select the best videos and these video will together make the video for the song “We Are The Art” to be released in March 2013.

“Children and art are two of the most miraculous parts of life: Art is so important for the evolution of man and children are the future. The ICAF is a great organization for bringing art to children, especially with the shortage of art in schools,” says Aja, lead singer of Nico Vega.

“Nico Vega is the most courageous band in the world to reach out to the children and co-create a music video with them,” said ICAF chairman Dr. Ashfaq Ishaq. “What a great idea! This will be the first music video by the world’s children.”

### **About the International Child Art Foundation**

The ICAF has served as the leading art and creativity organization for American children and their international counterparts since 1997. The ICAF employs the art for the development of creativity and empathy – key attributes of successful learners and leaders. Every four years, ICAF launches the Arts Olympiad, the world’s largest and most prestigious art and sport program for children, which culminates in the World Children’s Festival in Washington, DC as ‘Olympics’ of children’s imagination and co-creation.