

# NEWS

INTERNATIONAL  
CHILD ART  
FOUNDATION



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## **International Child Art Foundation (ICAF) Announces Partnership with Anthropologie Lifestyle Brand's Giving Tuesday Campaign to Promote ICAF's Mission**

WASHINGTON, DC, November 26, 2020 -- International Child Art Foundation (ICAF) proudly announces its partnership with beloved lifestyle retailer Anthropologie on the #BePresentWithAnthro campaign to promote the ICAF's dedication to developing children's creativity and growing mutual empathy. Starting on December 1, 2020, customers will engage with Anthropologie's handcrafted holiday displays to drive donations to the non-profit organization.

Anthropologie established the campaign to recognize the important role the ICAF plays in mitigating the impact of COVID-19 on the arts and cultural sector. The brand understands the power of art to bring much-needed joy and connection to people's lives, especially in this challenging environment.

"We are most grateful to Anthropologie for selecting ICAF at this critical time when creativity and empathy are even more relevant than ever," said Katty Guerami, ICAF's Community Relations Director.

Anthropologie's holiday campaign, *This Present Moment*, inspired the #BePresentWithAnthro campaign. Renowned for their creativity and unique practice of staffing each store with resident artists, Anthropologie transformed the windows of their more than 200 locations into pure fantasy. In the brand's whimsical world, handcrafted and painted animals of every possible description deliver gifts and put smiles on the faces of passersby.

To further engage and uplift customers, Anthropologie expanded *This Present Moment* to include outdoor art installations of large-scale animals in Devon, PA and Newport Beach, CA, animal-themed Instagram filters available at @Anthropologie and animal-themed children's coloring pages downloadable at [anthropologie.com/bepresent](http://anthropologie.com/bepresent). From December 1, 2020 to December 8, 2020, Anthropologie will donate \$5 for each Instagram and Twitter post picturing Anthropologie's animal-themed artwork tagged #BePresentWithAnthro and @Anthropologie, as well as every filter use and coloring page downloaded. On Giving Tuesday only, December 1, 2020, \$10 from every Gift Card and E-Gift Card purchased at [anthropologie.com](http://anthropologie.com), the Anthropologie app, and US Anthropologie stores will be donated to ICAF.

To learn more about the ICAF and the #BePresentWithAnthro campaign please visit [anthropologie.com/bepresent](http://anthropologie.com/bepresent).

### *About Anthropologie*

A unique lifestyle brand, Anthropologie is in constant conversation with our thoughtful, creative-minded community, and we take pride in our connection with individuals who prioritize self-expression and are in active pursuit of inspiration. We are committed to exceeding our customer's expectations in unexpected, personalized ways. Over the years, our product offering has expanded to encompass apparel, shoes, accessories, activewear, bridal (through our sister brand BHLDN), beauty, wellness, furniture, home décor, garden (through our sister brand terrain), and so much more, the majority of which is available only at Anthropologie. Founded in 1992, Anthropologie now ships to over 100 countries (through [www.anthropologie.com](http://www.anthropologie.com)) and operates more than 200 stores around the world.