

Press Release

Organization: The Animal Rescue League of Berks County

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FOR IMMEDIATE RELEASE

Berks County's First Art Vending Machine to be Unveiled at the Animal Rescue League

READING, PA – Nettie Price, a Berks County artist who has achieved national recognition for her animal themed paintings and murals is unveiling a one of a kind “Sparkling Art” vending machine at the Animal Rescue League of Berks County on Saturday, February 28th at noon. This one-of-a-kind vending machine will provide art enthusiasts with a unique purchasing experience that cannot be found anywhere else in the county.

Art machines first appeared in North Carolina in the late 90's. Traditionally created by repurposing cigarette vending machines, the idea gained a cult following in the art community nationwide. In the years since, the phenomenon has captured the public's attention and stories have been featured in popular media including *Reader's Digest*, *Newsweek*, and *The Washington Post*.

Price's Sparkling Art Machine at the ARL is the first such installation in Berks County and was created by rehabbing a National 222 cigarette machine from the 1970's. Prior to this installation, local fans of the machines would have to travel to Bethlehem, Baltimore, Doylestown or beyond to appreciate the functional works of art.

“It was a group effort,” says Price, “my brother helped me rewire the entire machine and Goodman Vending donated the lights when they found out the project would benefit the ARL.” The machine will vend 22 different combinations of magnets designed by Price at a cost of \$5/pair. She chose to place the art machine at the ARL to help bring attention to homeless pets in need. Price says, "This project has been a labor of love. I truly hope it brings smiles to those who visit it."

Price partnered with the ARL in late 2014. Currently, she donates 20% from the sale of art on display at the shelter, has painted a mural in the shelter's meet and greet room, and will also donate a portion of the proceeds from vending machine sales. To date, Nettie has donated more than \$500 to the ARL from the sale of her work. The ARL's Executive Director, Liz McCauley, says “Nettie's art attracts a wide range of animal and art enthusiasts and we know the addition of the Sparkling Art Machine to our lobby will bring new people through our doors. We are excited to meet them and hope they come for the art and stay for the animals.”

Nettie Price is an artist from Reading, PA. A former Math & Science teacher in the Prison & Youth Detention, she started by painting her students as quirky cats and dogs to make her smile. Soon she realized it made others smile too and there began the story of Nettie Price Sparkling Art. In 2012 she left teaching to focus on her growing business full time. Currently her artwork & gift items can be found in unique locations throughout the US and abroad. She is represented by Looking Good Licensing.

The Animal Rescue League of Berks County is the largest open admission shelter in Berks County accepting more than 8,000 animals annually. The shelter runs at maximum capacity through much of the year, and provides adoption programs, spay/neuter clinics, community outreach, education, animal welfare investigation, and more to Berks County. The ARL's mission is to impact all aspects of humane treatments of animals through quality service, accommodation and education of pet owners and the community. Learn more about the ARL at www.BerksARL.org.

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