



You are invited to submit an entry for the 2nd Annual **Rome Community HeART Project** – sponsored by the Rome Area Council for the Arts (RACA) and Redmond Regional Medical Center. February is Heart Month with a national focus on raising heart health awareness. To celebrate the month and raise heart health awareness, hearts will be displayed outside in the Downtown Rome area throughout the month of February. We are asking local artists and art groups to decorate these hearts, using the medium of their choice, to convey a message of heart health awareness. Artists will be given a \$75 stipend from RACA to defer the cost of art supplies. RACA member artists will receive a \$150 stipend. To become a member artist, visit romearts.org and join for \$25.

If selected, your “heart” will be delivered to you mid-December. The hearts are a hollow form with a skim coat of concrete over them. Hearts will need to be completed and ready for pick up by our committee by Monday, January 26, 2015.

On Monday, February 2, 2015 there will be a “Meet the Artists” reception and media event to kick-off the **Rome Community HeART Project**. Save the date for this event. If selected as an artist, you will personally participate for media interviews and to meet the public. This kick-off event is to provide more exposure for you and your work and will highlight each artist and their piece. This event will also open the voting for the People’s Choice Award.

The People’s Choice Award will be given to the artist with the most “votes” by the community. Votes will be cast as “Likes” for an artist’s profile on the **Rome Community HeART Project** Facebook page.

Throughout February, we will also work with local media to continue to feature the artists and their work. The purpose will be to promote the artists, the project, heart health awareness and voting for the People’s Choice Award.

During the first week of March we will announce the People’s Choice Award recipient.

For more information or to submit your entry, please contact:

- Megan Watters – megwat@comcast.net
- Emily Hjort – ehjort@comcast.net
- Andrea Pitts – Andrea.Pitts@hcahealthcare.com

To enter:

- See the enclosed specifications and rough dimensions for the heart.
- Select a heart health awareness message to convey through your art (see the list of topic examples to get your ideas flowing!)
- Complete the artist entry form, including a rendering of your piece using the enclosed diagram.
- Submit your entry to one of the email addresses above.
- Deadline for entries to be RECEIVED is Monday, December 1st.

We would love to feature your work on one of the hearts. We look forward to hearing from you.

-The **Rome Community HeART Project** Committee

Rome Community "HeART" Project

Application Form

Deadline for entry is December 1, 2014

*15 artists will be chosen by a selection committee

Please fill out the information below and see the attached guidelines.

Application must be received with a "HeART" design using the attached HeART sketch in order to be considered.

Attached is a list of themes that relate to heart health. Please use this as a guide for design ideas. Please also note that this art should not promote a business, personal endeavor, or any political topic. Instead, it should be focused on heart health in our community.

Name/School/Organization

Address:

Phone:

Email:

Website/Social Media Page:

RACA member? Yes or No?

*If NO, please go to www.romearts.org and sign up at the "Artist" level. Cost is \$25

*The medium used for the piece is at the discretion of the artist. Please note that the HeARTs will be exposed to the elements for the entire month of February.

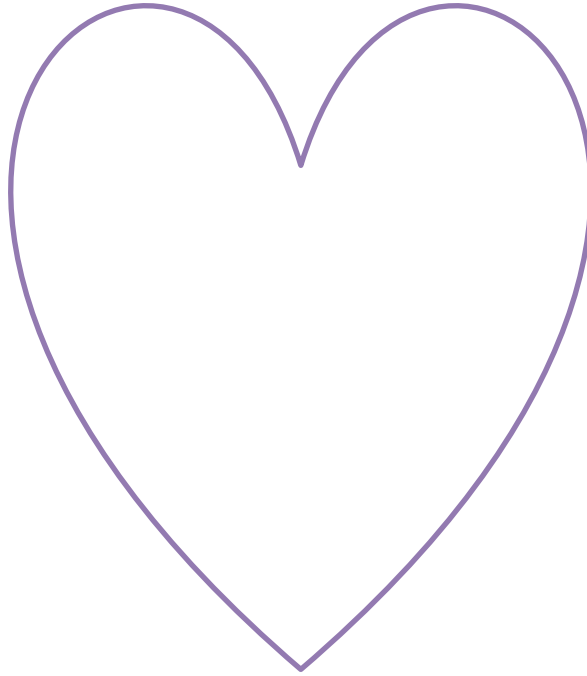
*This is a 3-D piece and will be viewed from ALL sides.

*If you are to add items to the HeART as part of your design, please make sure that they are removable. No permanent alterations, other than paint, should be made to the pieces.

*If selected, the piece will be delivered to the artist with a stand by mid-December and picked up by January 26, 2015 for installation on February 1, 2015.

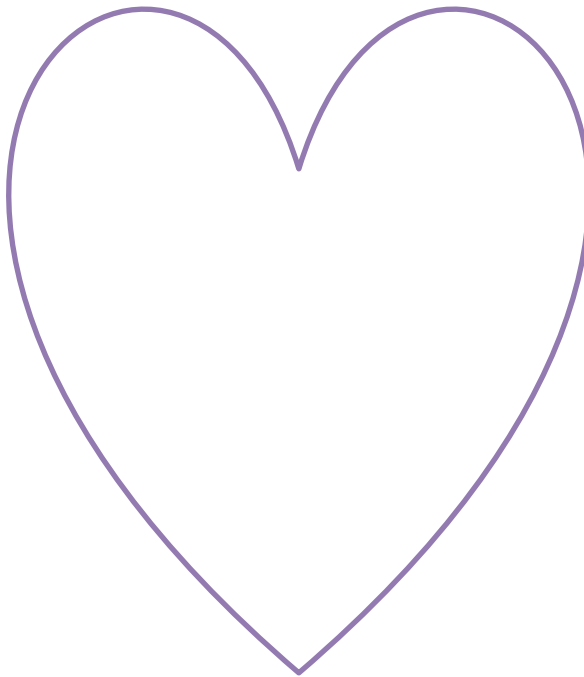
*Artists who are RACA members will receive \$150.00 toward supplies. Artists who are not RACA members will receive \$75.00 toward supplies.

34" W



42" H

FRONT



BACK

Rome Community HeART Project 2015

Select a Heart Health Awareness message to convey through your art. See the list below of possible topics to get your ideas flowing! You are not limited to the topics listed. These are merely suggestions taken from community education topics and talking points.

- The importance of Time- 85% of heart damage occurs within the first two hours of a heart attack.
- Phrase: Time is Muscle
- EKG imagery
- Call 911 (don't drive yourself!)
- Stop smoking/Don't smoke or use tobacco
- Monitor your alcohol
- Exercise/Get active!
- Exercise for 30 minutes most days of the week (5 days/week)
 - Even 15 min in the AM and 15 min PM is beneficial!
- Stretch – Yoga
- Get up and move
- Learn to manage your stress levels
- Reduce Stress – laugh!
- Watch your diet/ Eat a heart-healthy diet
 - Eat more fruits, vegetables, whole grains and fiber
 - Eat fish at least twice a week
 - Select fat free, 1% and low-fat dairy products
 - Limit saturated fat, trans fat and cholesterol
 - Limit salt intake
 - Reduce fat intake
 - Reduce salt, especially processed foods
- Maintain a healthy weight/manage your weight
- Get regular health screenings
 - BP
 - Cholesterol
 - Diabetes
- Phrase: “know your numbers”: Know your BP, blood sugar, cholesterol, triglycerides, etc
- Know the risk factors
 - Smoking
 - High blood pressure
 - High blood cholesterol
 - Diabetes
 - Being overweight
 - Physical inactivity
- Know the warning signs:
 - Chest discomfort
 - Shortness of breath
 - Nausea
 - Lightheadedness
- Know your family history