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Embracing Our Differences

Announces Appointment of Associate Executive Director

Gisele Pintchuck brings a wealth of experience in building strategic community partnerships

(Sarasota, FL) Embracing Our Differences announces the appointment of Gisele Pintchuck as the organization's new associate executive director. Pintchuck spent the past 18 years working in the local non-profit community. She most recently served as director of development for the Suncoast Communities Blood Bank. In her new role with Embracing Our Differences, Pintchuck will be responsible for the development and implementation of all aspects of the organization's fundraising and community relations campaigns. She will also oversee program growth and manage and implement long-term sustainability goals.

"I'm delighted to join Embracing Our Difference's outstanding team," says Pintchuck, who was born in Brazil. "Its mission is very close to my heart. As someone born outside of this country, I understand firsthand the concept of inclusion, assimilation and acceptance. When I first came to the United States in 1987, I had to learn how to navigate through the challenges of being different, speaking with an accent and not always fitting in."

Michael Shelton, Embracing Our Difference's executive director, says that Pintchuck will work closely with the organization's leadership to ensure the continuity of its mission as the program enters its 10th-year anniversary season. "We feel privileged to have Gisele at

the helm," he says. "Her years of fundraising and strategic planning experience, combined with her progressive outlook, will provide the level of leadership it will take to guide our organization forward into the next 10 years."

Since 2004, Embracing Our Differences has drawn on the passion and perception of artists, children and others to create powerful statements of diversity and acceptance in its annual outdoor public art exhibition consisting of 39 billboard-sized works of art, each accompanied by a quote conveying a related message. The response to this year's call for artwork and quotes was strong with more than 4,400 total submissions pouring in from 52 countries and 41 states. The winning quotes and art will be showcased in the 10th-anniversary edition of the exhibit in Sarasota's Bayfront Park, March 31-June 2, 2013. This year, the exhibit will also be on view at the Anthony T. Rossi Waterfront Park in downtown Bradenton, March 31-April 29, and at North Port High School, May 1-June 2.

The annual outdoor art exhibit is the centerpiece of a year-round program of activities designed to further Embracing Our Differences' mission to use art as a catalyst for creating awareness and promoting the value of diversity. Aside from the annual outdoor exhibition, Embracing Our Differences' ongoing educational outreach programs and initiatives include:

- **Teacher workshops** developed by nationally acclaimed educators to provide curricula and lesson plans relating to art appreciation, character building and diversity education.
- The "**Make-a-Day-of-It!**" program, providing free bus transportation for area students and teachers to the outdoor exhibit and to other cultural venues, including Florida Studio Theatre, Mote Marine Aquarium and Ringling Museum.

- A **docent program** that, via partnerships with Riverview, Southeast and North Port high schools, provides student-led docent tours of the annual exhibit, with more 200 student docents participating in 2012.

For more information about Embracing Our Differences, please call 941-313-2311 or visit www.embracingourdifferences.org.

About Embracing Our Differences

Embracing Our Differences is a project of Coexistence, Inc., a local non-profit that began in 2004. The project showcases a community-based outdoor exhibit promoting positive, inspirational artistic and verbal expressions of inclusion, tolerance, acceptance and respect. The mission of Embracing Our Differences is to use the arts as a catalyst for creating awareness and promoting, throughout our community, the value of diversity, the benefits of inclusion and the significance of the active rejection of hatred and prejudice.