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## Translation and Localization Agency Acclaro in Association with The Andy Warhol Museum to Host Social Media Contest, “POP Your Culture With The Warhol D.I.Y. Pop App”

*Acclaro announces a call for entries of cultural images translated into digital screen prints using The Warhol D.I.Y. POP App. The top prize for this juried contest is a trip for two to Pittsburgh, PA with a private tour of the museum, and The People’s Choice Award allows one winning photograph to become The Warhol’s Twitter and Facebook icon for 24 hours.*

New York, NY March 21, 2013-New York-based translation and localization agency Acclaro announces “POP Your Culture With The Warhol D.I.Y. Pop App”: a social media contest in association with [The Andy Warhol Museum](#) (The Warhol) of Pittsburgh, PA. The contest launches March 21, 2013 and closes March 31, 2013 at 12am Eastern Daylight Time.

To enter the contest, participants use [The Warhol D.I.Y. POP App](#) to transform an iconic picture of their culture into a Warhol digital screen print. Entries can be submitted via the [Acclaro Facebook](#) accounts. Specific information on the contest can be seen on the [official contest web page](#) and sample entries are located on the [Acclaro Pinterest account](#).

“POP Your Culture With The Warhol D.I.Y. Pop App” will have four winners, three of which are hand-selected by Nicholas Chambers, the Milton Fine curator of art of The Warhol. The grand prize will be a trip for two to Pittsburgh including airfare, hotel, museum entrance, and a private tour of the current exhibition. Second and third place winners will receive gift certificates to The Warhol Store (at the museum or [online](#)) in the amounts of \$300 and \$200 respectively.

The fourth winner will be chosen by the public via Facebook after Chambers selects ten finalists. This People’s Choice winner will have their submitted image displayed for 24 hours on The Warhol Facebook and Twitter profiles, which have over 550,000 combined followers.

Acclaro presents this contest to celebrate a fruitful partnership with The Warhol, a non-profit arts organization expanding its presence to key cities across Asia. The Warhol first called on Acclaro to translate and localize its education website and materials, as well as The Warhol D.I.Y. POP App, into Chinese and Japanese. The visitor materials and mobile application were used to launch the largest retrospective of Warhol's artwork to travel to Asia, *Andy Warhol: 15 Minutes Eternal* that opened in Singapore and currently is on view in Hong Kong, with futures venues to include Shanghai, Beijing, and Tokyo.

Over the past 10 years, Acclaro has developed a specialty in the [cultural and non-profit realm](#), providing translation and localization services to such influential organizations as The Metropolitan Museum of Art and The Solomon R. Guggenheim Museum in New York City. This contest is a unique opportunity to promote cultural awareness and art appreciation to the online communities of both Acclaro and The Warhol.

“Our goal from the beginning has been to seamlessly communicate The Andy Warhol Museum message across cultures. The beauty of this contest is that everyone has a cultural identity. Now individuals of all backgrounds can experience Warhol by doing exactly what he did: turning an iconic image into a work of art,” said Michael Kriz, founder and president of Acclaro.

#### About Acclaro

Acclaro (<http://acclaro.com>) is an international [translation and localization agency](#) that helps the world's leading brands succeed across cultures. With its global headquarters in New York and offices and affiliates in San Francisco, Boston, Buenos Aires, Bangkok, Tokyo and Paris, the agency translates websites, marketing campaigns, documents and software for global enterprises, giving clients an authentic voice in key language markets.

#### About The Andy Warhol Museum

Located in Pittsburgh, Pennsylvania, the place of Andy Warhol's birth, The Warhol is one of the most comprehensive single-artist museums in the world. The Andy Warhol Museum is one of the four Carnegie Museums of Pittsburgh. Additional information about The Warhol is available at [www.warhol.org](http://www.warhol.org).