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## BRIGHT SIDE ARTS LAUNCHES ARTIVITY™ KITS FOR PEDIATRIC PATIENTS

*Art and creative expression kits build to help pediatric patients process experiences and express feelings.*

**ASHEVILLE, NC, April 7, 2020** – Bright Side Arts, a division of nonprofit Arts For Life, launches its first product today. The Bright Side Artivity™ kit is a subscription-based art and creative expression kit created with the needs of pediatric patients in mind. The kits are designed specifically for use in children’s hospitals, clinics, camps, or any place where children and teenagers can benefit from creative expression to help process experiences and express feelings.

“Artivity™ kits are process-focused, rather than results-focused to facilitate innovation and creativity without regard to a defined finished product,” said David Harkins, Business and Operations Manager for Bright Side Arts. “This deliberate approach provides flexibility and adaptability, making Artivity™ kits appropriate and engaging for a wide range of ages, from a very young child to a teenager to a young adult.”

“The design of each Artivity™ kit is based the curriculum Arts For Life has developed for hands-on, teacher-led artmaking and creative experiences in our chapter locations for nearly 20 years,” said Rachel Zink, Executive Director of Arts For Life. “We are excited to be extending our mission of inspiring courage through creativity with the kits.”

### **BRIGHT SIDE ARTS**

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Bright Side Artivity™ kits are available by subscription to hospitals, clinics, and similar organizations. Individual or consumer sales are not currently available.

For the 2020-2021 Artivity™ kits visit: [www.brightsidearts.com/artivity](http://www.brightsidearts.com/artivity).

### **About Bright Side Arts**

Bright Side Arts designs and develops hands-on, creative experiences for children and their families. Launched in October 2019, its mission is to help children learn about themselves and to process their world through creative play, artistic expression, and imagination development activities.

Bright Side Arts is a division of Arts For Life. All profits from the sale of our products and services directly support Arts For Life and its mission.

For more information about Bright Side Arts, visit [www.brightsidearts.com](http://www.brightsidearts.com).

### **About Arts For Life**

Arts For Life is a 501(c)(3) nonprofit organization dedicated to supporting pediatric patients and families through arts education and engagement. By providing educational art programs, we enrich the patient's lives, nurture their minds and spirits, and encourage positive healthcare experiences for children and their families. The organization currently helps children in four chapter communities across North Carolina.

For more information about Arts For Life, visit [www.artsforlifenc.org](http://www.artsforlifenc.org).

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