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FOR IMMEDIATE RELEASE
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**Textile Museum of Canada partners with Project Sunshine Canada for
The Doll Project: #SewMuchHeart, a New Charity Auction**

ONLINE AUCTION: Thursday, March 28-Thursday April 11

RECEPTION: Thursday, April 11 | 7-10 pm | Tickets \$75 per person; 10 for \$700

The Textile Museum of Canada is partnering with Project Sunshine Canada for a new fundraising initiative in support of family-oriented programs at both organizations.

The Doll Project: #SewMuchHeart is a charity auction that will take place from March 28 to April 11, 2019, using the online charitable giving platform BiddingForGood.com. People around the world will be able to login and bid on one-of-a-kind, collectible Surgi Dolls created by professional artists, designers, and celebrities.

Surgi Dolls represent an intersection of creativity and healing through textiles: they are blank, stuffed dolls of diverse skin tones that Project Sunshine Canada gives to children undergoing medical procedures to provide a sense of comfort and control. Young patients exercise their imagination and creativity to finish the dolls, making them into special friends and travelling with them throughout their entire medical journey. Over 750 Surgi Dolls are distributed annually to hospitals across Canada by Project Sunshine Canada through the Sending Sunshine program.

"Project Sunshine Canada is excited to partner with the Textile Museum of Canada on *The Doll Project*. Not only do we share material engagement with textile-based activities, we share values that champion the enriching and healing qualities of those activities. It's a unique and special partnership benefiting everyone, especially the end users of each of our programs." -ROBERT WINDRUM, EXECUTIVE DIRECTOR, PROJECT SUNSHINE CANADA

"We're thrilled to be partnering with Project Sunshine on this fantastic initiative; Surgi Dolls are textile at their core, lovingly handmade from cloth by passionate people. The Dolls bring companionship and support to children in a warm and tender way. The Museum has a deep commitment to education and life-long learning. We are especially interested in creating family activities that ignite creativity, inspire wonder, and spark conversations through the universal medium of textiles because we too have textiles at our core."

-EMMA QUIN, EXECUTIVE DIRECTOR, TEXTILE MUSEUM OF CANADA

Highlighting the role of textile arts in a therapeutic setting, the Surgi Dolls created for this auction will be distinct, collectible art objects reflecting each creator's personal artistic vision. Confirmed contributors include the Toronto Wolfpack, C.J. Miles, Jennifer Whalen of the Baroness Von Sketch Show, Roger Christian (Academy Award winning set decorator for Star Wars), and social media stars Cat & Nat.

The Doll Project: #SewMuchHeart supports arts and culture, families and children's well-being through shared revenue, cross-promotion, and mutual audience development. Every \$20 raised will enable another child to receive their own Surgi Doll from Project Sunshine Canada. Funds raised for the Museum will be directed towards the Museum Education Program, providing free access to hands-on weekend activities for families.

The online auction will culminate in a ticketed event at the Museum on Thursday, April 11, 7-10 pm, featuring cocktails, hors d'oeuvres, and performances by theatrical clown Sally Siren. Tickets are \$75 each, or 10 for \$700, and are available on BiddingForGood.com.

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About the Textile Museum of Canada

The Textile Museum of Canada has been exploring ideas and building cultural understanding through the universal medium of textiles since 1975. Connecting international textile traditions to contemporary art and design, the Museum is one of Canada's most engaging arts institutions welcoming thousands of visitors from across the country and around the world each year. The Museum's permanent collection spans 2,000 years and consists of over 15,000 artifacts from 200 countries and regions, uniquely positioning the Museum to speak to global culture as well as our increasingly global communities. A leader in the digitization of collections and interactive environments, the Museum is recognized for its innovation in the development of landmark educational, research, and creative initiatives. | textilemuseum.ca

About Project Sunshine Canada

Project Sunshine Canada is part of an international charitable organization that provides free creative, educational, and social programs to children facing medical challenges. Additionally, free wellness support is provided to their parents and caregivers. Project Sunshine Canada volunteers work to relieve the anxiety of young patients and, in a context of fun, play, and creativity, foster courage and coping skills necessary to confront procedures that lie ahead. While an independent registered charity, Project Sunshine Canada is proud to be part of a team that includes over 15,000 volunteers in 175 locations operating in five countries: USA, Canada, China, Kenya, and Israel. Project Sunshine Canada delivers programs in 28 hospitals and healthcare facilities in the Greater Toronto Area, Hamilton, Vancouver, Edmonton, Saskatoon, Winnipeg, Montreal, and St. John's, Newfoundland. | projectsunshine.ca

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