

November 2016:

Capital BlueCross's Community Art Wall Auction to Benefit Local Elementary School

The healing power of the arts is evident all around us, especially for children. Participating in arts programs can reduce stress and provide children with an emotional outlet to use their creativity to express their feelings.

Capital BlueCross is a strong supporter of the arts in the Lehigh Valley, including serving as presenter of World of Roey's Paintbox[®], an original series airing on PBS39. This series brings art to children of all ages, while also teaching about music, nutrition, and science. And now this partnership also is directly benefiting children who attend Sheridan Elementary, one of Allentown's largest elementary schools.

Sheridan Elementary has more than 700 students in first through fifth grade. The school's playground is in disrepair, but funds to upgrade it are limited. That's where Capital BlueCross' partnership with Roey's Paintbox is making a difference, working with the school and community leaders to raise money to help make it possible for the children to have a larger and safer place to play.

For times when the children can't exercise their minds and creativity on the playground, Capital BlueCross and Roey's Paintbox are bringing the arts right into Sheridan Elementary's classrooms. Even better, the collaboration is creating an opportunity for the children to use their art to raise funds for their new playground – making them true stakeholders in the project.

Artwork produced by the children, depicting outdoor parks and playgrounds, will be displayed on the community art wall at the Capital Blue health and wellness store in The Promenade Shops in Saucon Valley through December. On December 13, from 6 to 8 p.m., the children's art will be auctioned with all proceeds helping to build the new playground at Sheridan Elementary.

Visit the Capital Blue store to view the children's artwork. In fact, be sure to visit Capital Blue often, as a new collection of art created by local artists is featured on the community art wall every month.

For more information about Capital Blue or the upcoming children's art display and auction, visit CapitalBlueStore.com.

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