



NINA CRUZ

FOR IMMEDIATE RELEASE | MAR 15, 2017

cruzcreate@gmail.com
LEHIGH VALLEY, NJ/PA
www.cruzcreate.com/news



Artist D Nina Cruz (center), at her home studio shares her concept sketches for a social media booth with America's Grow-A-Row's director of programing Julie Rusin, and founder and president Chip Paillex.

ART OPENS DOOR TO SOCIAL MEDIA AT FARM FUND RAISER

Artist and creator D Nina Cruz has always had an admiration for doors. Now in a working season of creating with wood stain as a painting medium, she is helping to open doors for others. She has signed on to collaborate with America's Grow-A-Row (AGAR) to enhance social media use at this year's Farm-to-Fork fund raiser.

Event plans had been under way for several weeks when AGAR reached out to Cruz for her creative skills. As the staff shared their logistical decor plans she wondered about how social media could play a larger role in getting their worthy message out to more people, while also enhancing the event itself. She offered to create a space at the event for this very purpose.

"A social media booth is a trendy way to broadcast an experiential event, but partnering it with the Visual Arts makes it highly effective and original." What Cruz has in mind is quite unique. She will be re-purposing a door for this fine art utilitarian piece. A portion of it will be cut away and she has plans for some stained artwork as well.

cont'd on next page



FOR IMMEDIATE RELEASE | MAR 15, 2017

cruzcreate@gmail.com

LEHIGH VALLEY, NJ/PA

www.cruzcreate.com/news



Chip Paillex, President and Founder of America's Grow-a-Row, says "Nina's door idea is great. We love the way it encourages guests to interact on social media, and keeps our followers who were unable to attend connected to Farm to Fork. The versatile nature of the door means we can use it at many events to come. We're fortunate to have such a dedicated and creative volunteer."

Cruz's work with oil based wood stain was featured online by the Minwax® stain company last year and she also created a one of a kind piece for Habitat for Humanity. She is currently working on a solo show for September at ArtsQuest's SteelStacks in Bethlehem PA, yet is taking on this project because it's a cause very close to her heart.

Her new piece will be unveiled at AGAR's Farm to Fork event on May 6, 2017 at Life Camp in Pottersville, New Jersey. Tickets are on sale now, www.americasgrowarow.org/2017-farm-fork/

Cruz puts out a tempting offer, "Come support the event, and see the unveiling live and in person." Her body of work can be found online at www.cruzcreate.com. 

D Nina Cruz is a visual artist working in different mediums, portraying figure and nature. Her work is detailed in layers of translucent paint. She is interested in the positive effects art has on the human condition. In her creativity she is passionate about individual elements that unite toward a cohesive vision. Painting in her home studio bordering PA/NJ, she engages in craftsmanship while advancing in new challenges with medium and design.

America's Grow-A-Row is a non profit organization donating 100% of their produce to those suffering from hunger and those living in "food deserts," or areas that lack access to fresh, affordable produce, throughout the state of New Jersey. They also provide educational programs for people of all generations about hunger and ways to help.