



JANUARY 24-28

2024

The International Contemporary and Modern Art Fair of The Americas

## Art Palm Beach News

### Gearing up for Art Palm Beach 2024 & Supporting the AHA Life is Why™ Campaign

Art Palm Beach is just a little more than five months away! We're very excited to return after our successful debut under new direction in 2023. "We created a new and completely revamped Art Palm Beach," said Art Palm Beach producer/director Cassandra Voyagis. "We are so proud of what we accomplished, taking this show in a new and exciting direction, and we can't wait to do it again next year!" Planning is now underway for a spectacular line-up of featured exhibitions, the return of our signature curated DIVERSEartPB program and a wonderful roster of exhibiting galleries from North America and around the world.

We're also honored to support the American Heart Association's (AHA) Life is Why™ campaign, our new charity beneficiary for 2024. Read on to find out about the AHA Life is Why™ campaign and learn how you can save a life.

### Highlights from Art Palm Beach 2023



# Art Palm Beach is a proud supporter of the American Heart Association's Life Is Why™ campaign:

## Help us save more lives with CPR. Why? Life is Why™

In the time you read this newsletter, someone in the U.S. is likely to suffer from cardiac arrest. While family members and friends may know to call 911, they often don't know what else to do while waiting for first responders. The fact is, after 10 minutes without CPR, there is little chance of survival. More than 350,000 people experience cardiac arrest in the U.S. each year, most often at home. Almost 90 percent do not survive even though cardiac arrest is reversible for most victims if treated within a few minutes. CPR can double or triple the chance of survival. Through Nation of Lifesavers, the American Heart Association (AHA) is equipping people to teach CPR and lifesaving skills in communities across the nation.



By supporting Life is Why™, Art Palm Beach helps fund the AHA's mission, which includes CPR education, training and development of science-based CPR guidelines and techniques to help strengthen the chain of survival. Together, more people can learn CPR and put more lifesavers on the streets and in our homes. Find out how you could be the difference between life and death by learning Hands-Only CPR at [Nation of Lifesavers | American Heart Association](#).



Art Palm Beach is a proud supporter of the American Heart Association's Life is Why™ Campaign

More about the AHA [here](#).

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## Art Palm Beach in the News!

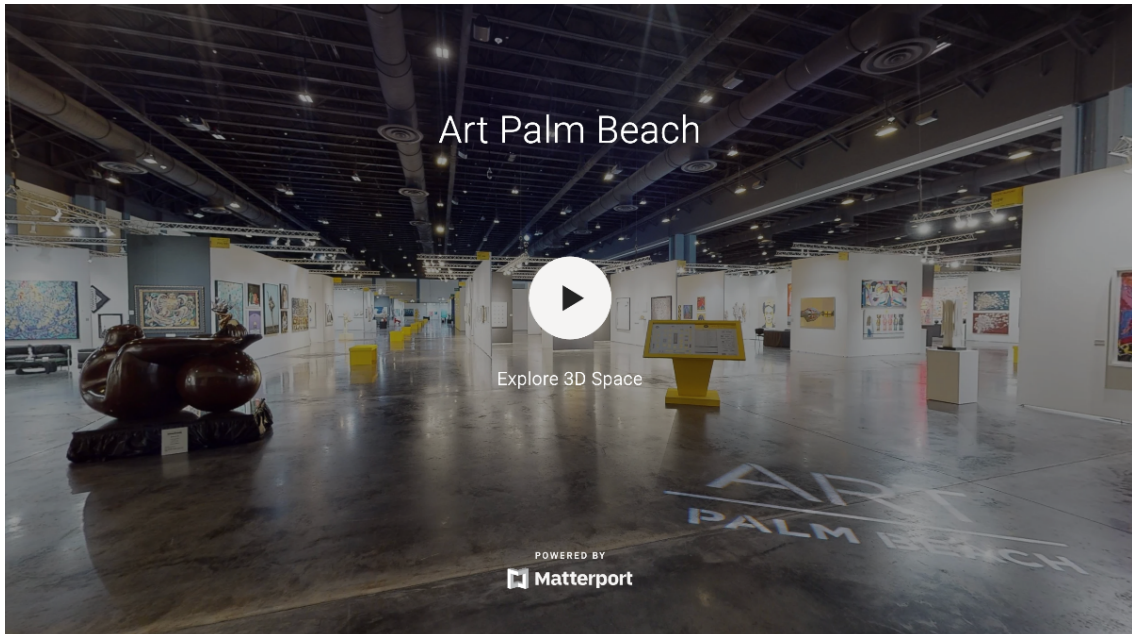
Art Palm Beach was covered by multiple media outlets before, during and after our highly successful show in January. Several of the broadcast and print media outlets included interviews with Art Palm Beach producer/director Cassandra Voyagis and DIVERSEartPB curator Marisa Caichiolo. Here's a re-cap of some of the wonderful stories highlighting Art Palm Beach on TV:





## Take a 3D Virtual Tour of Art Palm Beach

Couldn't attend Art Palm Beach in person or maybe you'd like to revisit some highlights from the show? Take a fun 3-D virtual tour of Art Palm Beach [here](#).



**Save the Dates!**  
**Art Palm Beach Returns in January 24 -28, 2024!**



Mark your calendar! The international contemporary and modern art fair of the Americas returns to the Palm Beach County Convention Center January 24-28, 2024. We're so excited to see you then. Stay tuned for updates as we plan for an even more spectacular show next year.

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