

BRINGING HOMELESS FAMILIES BACK TO LIFE.



AMERICA'S ROAD HOME AND CITY OF DENVER TO PREMIERE LATEST WORK OF ARTIST KRZYSZTOF WODICZKO DURING DNC

New Media sculpture Transforms a Humvee into a Traveling Media Projection Vehicle Telling the Stories of Denver Homeless Veterans and Their Families

Denver, CO– 21 August 2008 – [America's Road Home](http://www.americasroadhome.org) (ARH), an innovative new non-profit focused on ending family homelessness in the U.S., has partnered with [Dialog:City](#), the City of Denver's arts and cultural effort during the DNC, to bring to Denver the latest work of art from Krzysztof Wodiczko. Since 1980, Krzysztof has created more than seventy large-scale slide and video projections of politically-charged images on architectural façades and monuments worldwide. Krzysztof's work can be viewed in over twenty of the most prestigious museums around the world such as the Contemporary Arts Center in Warsaw, the National Museum of Modern Art in Kyoto and the Walker Art Center in Minneapolis.

“This project transcends the traditional definition of art in that the goal is to give a public voice to a population that is fragmented and has no cohesive platform for self-expression,” said Wodiczko. “The transition from battle front to civilian life is difficult for the soldiers who serve this country, as well as their families, and yet we don't have enough resources in place to support them as they return from war. ‘Veteran Vehicle Project’ is intended to bring attention to their plight and to hopefully engage dialogue around a solution.”

Working collaboratively with more than 40 Denver-based homeless veterans and their families, Wodiczko's multi-media project titled “Veteran Vehicle Project,” promotes the perspective of this community by offering intimate portraits of their experience through audio and text projection. The project will be presented at dusk from the 22nd to the 28th onto the wall of the Aromor building in Denver (corner of 13th and Grant) that is currently being transformed by Mercy Housing Colorado, with funding from ARH, the Schaden Family Fund, the City and County of Denver and others. The Aromor will become a progressive example of permanent supportive housing for 66 formerly homeless individuals.

“Our goal at ARH is to put a face on the issue of family homelessness,” said Tom Ryan, executive director of America's Road Home. “The ‘Veteran Vehicle Project’ allows us to leverage art to create that face and hopefully drive dialogue around the challenges faced by the veteran population—especially those that find themselves or their families facing homelessness.”

The premiere of “Veteran Vehicle Project” will occur Friday, August 22 in conjunction with a private VIP event hosted by ARH for 300 supporters of the arts and the cause of family homelessness. The event will include remarks from Denver Mayor John Hickenlooper as well as a presentation from the artist. All proceeds from the world-premiere event will go to America’s Road Home in support of their Denver partner, Denver’s Road Home which is the Mayor’s ten year plan to end homelessness. Since implementation, Denver’s Road Home has reduced homelessness by 36%.

“We are honored to bring Krzysztof’s compelling art to Denver and share it with our residents and the thousands of visitors who will converge on our City for the Democratic National Convention,” said Denver Mayor John Hickenlooper. “It’s a wonderful opportunity to bring national attention to the importance of supporting our homeless veterans and their families.”

***MEDIA:** For video b-roll footage of interviews with America’s Road Home and Krzysztof, as well as footage of the art, please visit <http://www.americasroadhome.org> and click on the “how we do it” section of the website.*

About the America’s Road Home

America’s Road Home (ARH) is a brand new 501(C)(3) that is focused on ending family homelessness in the U.S. within our lifetime. Our goal is to create a sustainable, consumer driven revenue stream so service providers around the country can focus on what they do best--providing solutions.

The scope of the problem is large—there are 600,000 homeless families and 1.3 million children impacted annually. Yet, there is no national face for the cause of family homeless. ARH’s consumer-based research indicates there are 135 million consumers who currently donate \$118 billion annually who would consider supporting family homelessness if there were modern channels or ways to give. In order to achieve its goal, ARH intends to raise over \$100 million in annualized support directed at family homelessness by leveraging a “Causal Capitalism” approach using private sector strategies to develop modern, sustainable channels for consumer giving. ARH will then drive the funds it generates to over 300 cities nationwide who have committed to a ten year plan to end homelessness—in other words, a national platform that provides support at the local level.

For more information, to find out about upcoming ARH events, or to donate, please visit <http://www.AmericasRoadHome.org>.

About Denver’s Road Home

Denver’s Road Home (www.denversroadhome.org) began in October 2003 in response to an increasing rise in homeless persons in the City & County of Denver and a mounting increase in public safety concerns. At that time, Mayor Hickenlooper convened a commission to develop and recommend a comprehensive plan seeking to address the root causes of homelessness and bring an end to homelessness for the Denver community. This plan is unique in its approach to not just serve the chronically homeless, but to offer opportunities and hope to all persons living on the street, in shelters or doubled up with friends and family in Denver, with a singular

emphasis on persons and families whose incomes are at or below 30% area median income (those most in need and hardest to serve).

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