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National Project Raises Awareness of Lead Poisoning
Fundred Dollar Bill Project Pick-Up Celebration
to be Held March 18 at the Atlanta Contemporary Art Center

Atlanta—March 8, 2010 – For the past year, students, teachers, artists, parents, children and celebrities have been making “Fundreds,” original, hand-drawn interpretations of U.S. \$100 bills, at the Atlanta Contemporary Art Center (ACAC).

Now internationally-known artist Mel Chin, who initiated the project, is sending his Operation Paydirt team to Atlanta Thurs., March 18 to pick up the Fundreds and ACAC is hosting a free, public celebration from 2 to 5:30 p.m., program begins at 4 p.m.

“The goal of this nationwide project to create 3 million unique artworks, or \$300 million in art currency, is to raise awareness of the environmental threat of lead contamination and lead poisoning by collecting the funds necessary for a model remediation effort in New Orleans,” said ACAC Artistic Director Stuart Horodner. “New Orleans is the initial focus of this ambitious project as 30-50 percent of inner city children there are affected by elevated blood lead levels and are at risk for severe learning disabilities and behavioral problems.”

The Operation Paydirt team will arrive at ACAC in a vegetable oil-powered armored truck, known as Sous Terre, to ceremonially collect the thousands of Fundreds that have been deposited in the ACAC’s resource room since it was converted last March into a bank vault for the creation and display of locally produced Fundreds.

ACAC has already collected 3,000 Fundreds and wishes to demonstrate that Atlanta cares about a solution to lead poisoning with a final deposit of no less than 3,500 Fundreds at the time of pick-up. The public is invited to join Fundred guards and special guests as they celebrate the project with a final Fundred collection drive from 2 to 4 p.m. The event will continue at 4 p.m. with entertainment, unique photo opportunities, guest speakers and a question and answer period with Fundred staff.

The Sous Terre armored truck and Operation Paydirt team will travel 18,000 miles to pick-up Fundreds at over 100 collection sites. The trip will culminate with a presentation to the U.S. Congress with a request for real funding to decontaminate the lead-polluted soils in New Orleans.

“Once a lead-safe New Orleans is accomplished, this innovative environmental model will be available to other lead-polluted cities,” said nation Fundred Director of Operations Amanda Wiles. “The Fundred Dollar Bill Project is a way for citizens nationwide to engage in the creation of a safer environment for future generations.”

Visit www.fundred.org for more information.

March 18 Pick-Up Celebration Schedule of Events

- 2-4 p.m. Fundred making collection drive. Everyone is invited to make a Fundred during this two hour period to help contribute as many Atlanta Fundreds as possible to the cause.
- 4-5:30 p.m. Fundred program begins and includes entertainment by Aamani, a 15 year-old Atlanta singer, special guests such as Atlanta City Council member Kwanza Hall and Marietta Street Artery Association President Suzanne Bair, a question and answer session with Fundred staff and a procession of Fundreds from the ACAC vault to the armored vehicle.

About the Sous Terre Armored Truck

The engine of the Sous Terre truck has been retrofitted to run on waste vegetable oil (“WVO”). The truck is “refueling” on oil recycled from cafeteria and restaurant fry cookers collected by the official Fundred Collection Centers.

The Sous Terre Armored Truck is painted with a “soil to grass” (brown to green) color scheme. Included in the detailing is the date of Hurricane Katrina rendered as the truck’s serial number, to identify it as unique from other armored vehicles.

The truck is just large enough to hold the estimated cargo of the 3 million Fundred Dollar Bill artworks. At 1 gram each they equal 6614 lbs., which is a volume of 4x4x8 ft.

“Sous Terre” is a play on words. The French words Sous Terre are not only a tribute to the French settlers of New Orleans, but “Sous” (under) “Terre” (ground) refers to the goal of cleaning up the soil to create a new foundation for New Orleans and other American cities.

About the Atlanta Contemporary Art Center

The Atlanta Contemporary Art Center is a non-profit, multi-disciplinary arts organization dedicated to excellence, experimentation, and education in all forms of contemporary art and culture.

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Images and interviews with Artist Mel Chin, participating teachers, children and lead pollution advocates are available upon request.