

For Immediate Release

Artist to Donate a Portion of Proceeds from his “Historical Landscape” Series to Historic Preservation.

Lynn, MA (December 30, 2003) — Fioravanti Fine Art and nationally recognized and award winning historical landscape / preservation artist Jeff Fioravanti, today announced the institution of a new program dedicated toward assisting in the constant battle to preserve and protect our nation’s endangered civil war battlefields, and historic landscapes.

Beginning in the year 2004, Fioravanti Fine Art and artist Jeff Fioravanti will donate a portion of annual sales, from his “Historical Landscape” series of artwork, including originals, Giclee prints, and note cards, to the protection and preservation of our nation’s pristine and historic open spaces. Any donated funds will be drawn from the total sales made directly through Fioravanti Fine Art and artist Jeff Fioravanti, as well as from any and all sales from exhibitions not already committed to or associated with the cause to preserve and protect our national treasures.

“Non-profits and especially historic preservation groups face a myriad of obstacles in their fight to protect and preserve our treasured lands. A major issue for all such organizations is the generation of revenues to fund their operation and mission,” noted Fioravanti. “These organizations have to always be thinking “outside the box”, in order to discover and develop new ways to bring in those much needed dollars,” continued the artist. “We’re just trying to help.”

In 2003, the artist worked closely with several preservation groups including *The Gettysburg Battlefield Preservation Association, (Gettysburg, PA)*, *The Land Conservancy of Adams County, (Gettysburg, PA)*, *North Shore Civil War Roundtable, (Lynn, MA)* and *The National Museum of Civil War Medicine, (Frederick, MD)*

These successful joint ventures, have involved the sale, raffle, or auction of Jeff's original artwork, signed/numbered Giclee prints, and/or note cards, and have resulted in the generation of significant income for each of the organizations involved.

“Though we're happy with how we've been able to thus far help with the preservation of our heritage, we feel it's not enough and that we can do even more!” exclaimed Fioravanti. “So, those involved with Fioravanti Fine Art did some brainstorming, and decided to create this new program,” continued Jeff. “We feel it will not only complement and enhance our current programs, but it will allow us to do even more towards protecting our national treasures.”

“It just feels right to all of us involved with Fioravanti Fine Art to make this commitment,” said Fioravanti. “So many sacrificed so much to make us a nation, that we believe that the least we can do, to say “thank you,” is to do as much as we possibly can to make certain the fields and vistas, which often serve as the only testament and monument to their sacrifice, will live on forever,” concluded the artist.

For further information about the preservation efforts and artwork of historical landscape / preservation artist Jeff Fioravanti, you may write, Fioravanti Fine Art, 49 Pennybrook Road, Lynn, MA. 01905, call (781) 595-5961, or visit him on the web at <http://www.fioravanti-fineart.com>.