

**** FOR IMMEDIATE RELEASE****

INTERNATIONAL MUSEUM OF WOMEN PRESENTS
“MAKING MOTHERS VISIBLE SAN FRANCISCO”

A PUBLIC POP-UP ART EVENT TO CELEBRATE
SAN FRANCISCO MOMS
MOTHER’S DAY WEEKEND - SATURDAY, MAY 12, 2012

Event To Include Large-Scale Outdoor Photography Installation of Photographs of Over 50 SF
Moms To Be Displayed On The San Francisco Main Library

International Museum of Women Will Hold “Making Mothers Visible”
Events All Over the World During The Month Of May

April 25, 2012 – San Francisco, CA - The San Francisco based International Museum of Women (IMOW) today announced **Making Mothers Visible San Francisco**, a large-scale outdoor community photography project to be held on **Saturday, May 12, 2012 from 10:00 am – 3:00 pm** at the San Francisco Main Public Library, Civic Center (100 Larkin Street). The event, honoring San Francisco Mothers on Mother’s Day Weekend, is spearheaded by IMOW in association with the White Ribbon Alliance for Safe Motherhood.

“Making Mothers Visible” will call attention to and celebrate the vital role that mothers play in San Francisco and communities around the world, and the importance of their health, empowerment and leadership. To kick off the event, beginning at 10 am, IMOW and volunteers will install large-scale photographs of mothers and midwives from San Francisco on the outside of the San Francisco Main Library Building. Visitors are invited to view the public art installation in process as the photographs are pasted on the exterior walls of the Main Library.

These never-before-seen black and white photographs, ranging in size from 5 to 15 feet tall, will showcase 56 moms and midwives representing the rich diversity of motherhood in San Francisco. This collection of photographs, taken throughout neighborhoods in San Francisco over the past few months, will be displayed on the Main Library Building through Memorial Day Weekend.

This family-friendly day will also include free art activities for adults and children. Many of the mothers will be on hand to share their stories, along with local representatives from San

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Francisco based organizations working on behalf of mothers. The completion of the installation will be marked at 2pm with a community celebration and official remarks by Clare Winterton (Executive Director, International Museum of Women), Theresa Shaver (President/ Executive Director, The White Ribbon Alliance for Safe Motherhood) and other special guests to be announced closer to date.

“By honoring mothers in this bold, very public forum, we make a statement about the essential importance of mothers and midwives—not just for individual families, but to our entire city and community,” said IMOW Executive Director Clare Winterton. The event echoes the theme of the Museum’s current online exhibition, *MAMA: Motherhood Around the Globe*, which spotlights global art and issues on the contemporary experience of motherhood. Images from **Making Mothers Visible San Francisco** will be added to the MAMA exhibition.

IMOW, along with local community support, will hold “Making Mothers Visible” events all over the world during the month of May, drawing attention to the global statistic that a woman dies every 90 seconds of a complication of pregnancy or childbirth. Events will take place in cities including Lagos, Nigeria; Barcelona, Spain; and more to be announced.

“Making Mothers Visible” is part of the INSIDE OUT Project, a global art project that transforms messages of personal identity into pieces of artistic work. It is a movement taking place all over the world using photographic portraits to discover, reveal and share untold stories.

About The International Museum of Women (IMOW)

The International Museum of Women is an innovative online museum that inspires creativity, awareness and action on vital global issues for women. For more information on IMOW, go to www.imow.org

About MAMA: Motherhood Around the Globe

IMOW’s current online exhibition [MAMA: Motherhood Around the Globe](http://mama.imow.org) showcases original creative works, including art, film, music, photography, essays and video interviews, reflecting the stories, visions and voices of motherhood from more than 60 countries. To visit the MAMA exhibition, go to mama.imow.org.

About The Inside Out Project

INSIDE OUT is a large-scale participatory art project that transforms messages of personal identity into pieces of artistic work. Everyone is challenged to use black and white photographic portraits to discover, reveal and share the untold stories and images of people around the world. These digitally uploaded images are made into posters and sent back to the project’s co-creators, for them to exhibit in their own communities. People can participate as an individual or as part of a group. Posters can be placed anywhere, from a solitary image in an office

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window, to a wall of an abandoned building, or in a full stadium. These exhibitions will be documented, archived and be made available online at www.insideoutproject.net/.

The INSIDE OUT project is a creation of the artist JR, recipient of the 2011 TED Prize. [Watch JR's TED Talk here.](#)

About The Ted Prize

The first TED Prize was awarded in 2005, born out of the TED Conference and a vision by the world's leading entrepreneurs, innovators, and entertainers to change the world – one wish at a time. The reward: \$100,000, the TED Community's array of talent and expertise, and the leadership of a TED Prize team led by Amy Novogratz. What began as an unparalleled experiment to leverage the resources of the TED Community to spur global change has evolved into one of the most prestigious prizes. From Bono's the ONE Campaign ('05 recipient) to Jamie Oliver's Food Revolution ('10 recipient), the TED Prize is helping to combat poverty, take on religious intolerance, improve global health, tackle child obesity, advance education, and now inspire art around the world. For more information on the TED Prize, visit www.tedprize.org.

About The White Ribbon Alliance for Safe Motherhood:

Every day, 1,000 girls and women die needlessly pregnancy and childbirth. Almost all of them are in the developing world. This has been going on for too long - yet together we can put an end to it. The White Ribbon Alliance is a global movement, with members uniting to push for change so that all women and newborns in every country have the life-saving healthcare which is their right. www.whiteribbonalliance.org/

MEDIA - For More Information Please Contact:

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Preview Coverage: Interviews with the featured Mothers, IMOW spokespeople and Photographers, available upon request for preview coverage.

Photos Available: at mama.imow.org/media/, with additional photos available by request.

Day of Event Coverage: Media opportunity to view and photograph/film pre-installation of photographs at SF Main Library to take place on Friday, May 11. Details to be issued closer to event along with a Media Advisory on Day of Event press check in /schedule.