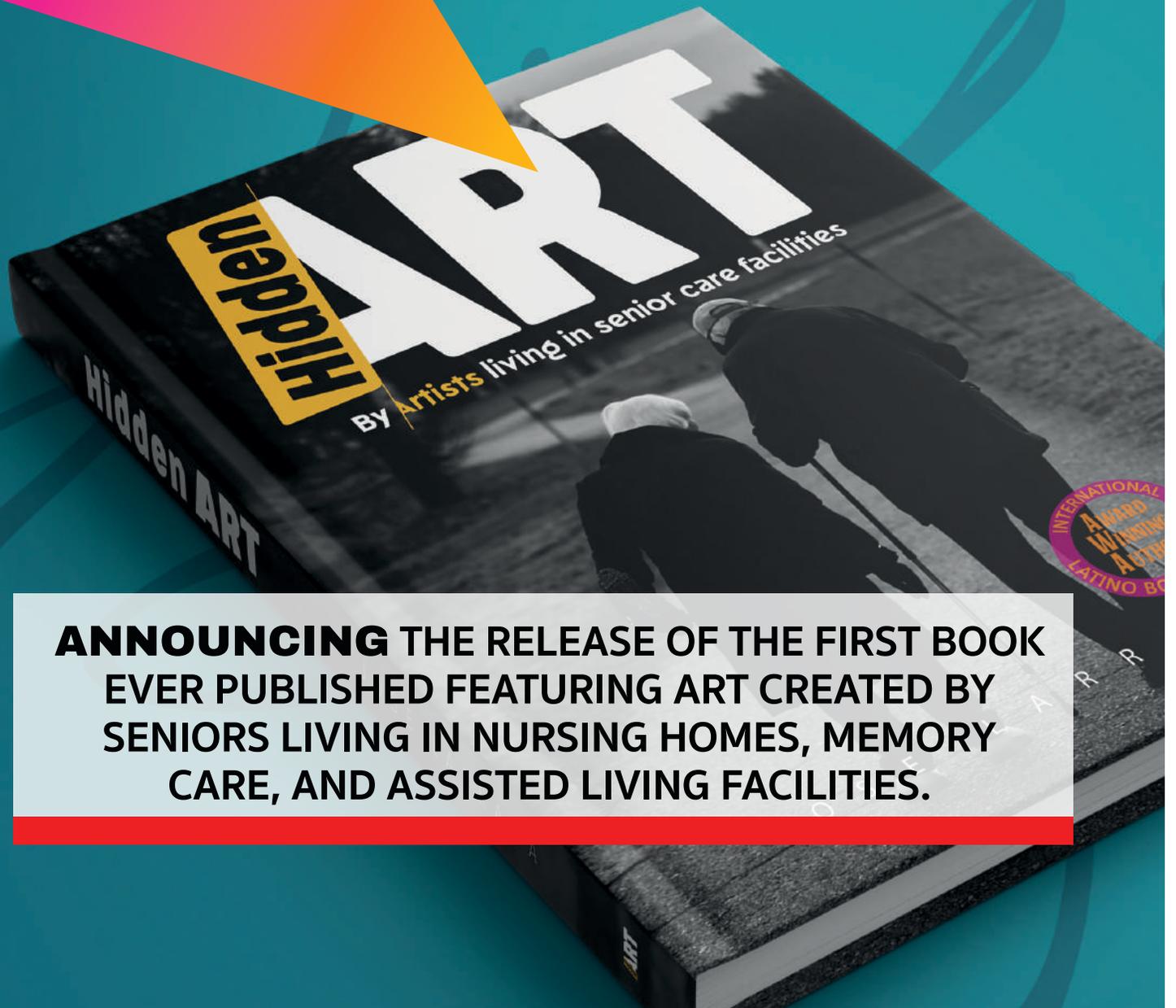


NEWS RELEASE

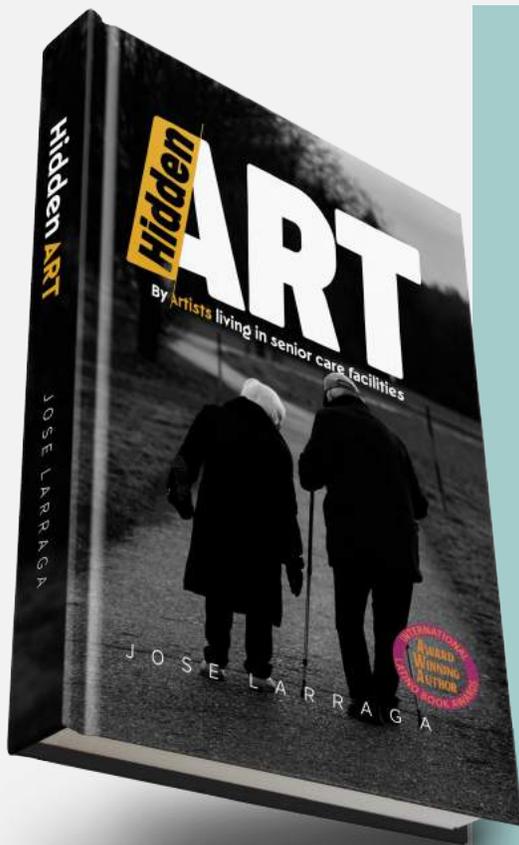


ANNOUNCING THE RELEASE OF THE FIRST BOOK EVER PUBLISHED FEATURING ART CREATED BY SENIORS LIVING IN NURSING HOMES, MEMORY CARE, AND ASSISTED LIVING FACILITIES.

Historic

DECEMBER 28, 2022 | SAN ANTONIO, TEXAS

Award-winning author Jose Larraga in association with the non-profit organizations Master Dreamers Inc., and Moon Vows Inc., proudly announce the release of the long awaited book, **HIDDEN ART: The first book ever published featuring art created by seniors living in home care facilities such as nursing homes, memory care, and assisted living facilities.**



Perfect partnership

“With the partnership, our goal is to collaborate with creative staff, equipment, and financial support, to collectively put together, the most unique art publication honoring each of these remarkable seniors”. explains Jose Larraga, originator of the book. “We are very pleased with this perfect partnership to create and publish the book Hidden Art, giving all seniors living in these facilities a platform of their own to drive them towards the fulfillment of their dreams”.

The mission of this association is to establish a solid long-term partnership and publish a new Hidden Art book each year.

**HIDDEN
ART**

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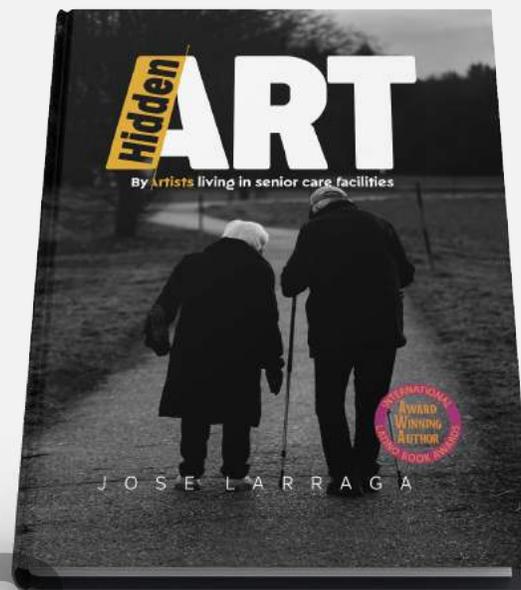
About the book **Hidden Art**

WHY HIDDEN ART?

There are many seniors living in nursing homes, memory care and assisted living facilities who love to create various kinds of art. Once they finish, they hang it on a wall in their room, where the art remains hidden, with only the very few people who enter their room viewing their art. To those residents is Hidden Art.

Art, hidden within the confines of healthcare facilities, nursing homes, and assisted living complexes. Art, produced by the most compassionate artists who have ever lived. Art, happy, loving, and full of rich memories.

In Hidden Art, senior artists make it possible to live forever because they don't want their history to end. They have made it inevitable for the world to ignore that they are still here and they are still dreaming.



**HIDDEN
ART**

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About the book **Hidden Art**

BACKGROUND

In November 2020 award-winning author Jose Larraga had an idea to develop a book featuring art created by seniors living in home care facilities. The idea quickly gained enthusiasm and acceptance among people close to Mr. Larraga. His son, Jourdan Larraga, suggested the name Hidden Art which was later officially adopted and registered as www.HiddenArt.org.

In the beginning of the year 2022, Hidden Art made history and become a reality by launching the first **Call for Artists** in April 2022. The response was immediately accepted and applauded by all the home care facilities.

By the month of June, more than 25 senior artists, from six different home care facilities submitted their artwork which was included in the first Hidden Art book, published in November 25, 2022 containing an impressive content of 116 pages printed in full color.

The first person who ordered the book was Mrs. Karen Barreto and her first words after receiving it were: **“It’s beyond beautiful!”**.

Hidden Art is available everywhere worldwide | Amazon, Barnes & Noble, Walmart, eBay, West Bow Press and others | Hardcover, Softcover & eBook formats.

Procceds will be donated to Moon Vows Inc. a 501(c)(3) non-profit organization to promote new generations of artists.





To all **media journalists**

This book represents the fulfilment of dreams of many seniors living in home health facilities. A powerful message that there is **no age limit** to reach our dreams. This is their legacy for the new generations.

Help me make these glorious moments even bigger!

Starting January 2023 you can **schedule an interview** with these remarkable senior artists showcased in the book. I would love to help you coordinate everything with one of them at one of the facilities. English or Spanish.

CONTACT | Jose Larraga | 210-777-7201 | jose@JoseLarraga.com

IMPORTANT: Hidden Art was created to honor the seniors living in nursing homes, memory care and assisted living facilities. Any interview should be focused on them and only on them. You are welcome to find information about the author at JoseLarraga.com. THANK YOU!

**HIDDEN
ART**

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