



## **Paul Costelloe Officially Launches INCOGNITO – A Secret Art Sale in Aid of Jack & Jill**

**Paul Costelloe, Bono, Maser, Tom Climent, Mick O’Dea, Martin Mooney, Victor Richardson, Ed Miliano, Adrian+Shane, Abigail O’Brien and Peter Curling are among 1,000 artists contributing work to the secret sale of 2600 original artworks for Jack & Jill, each costing €50 but the twist is that twist is that no one will know the identity of the artist until after they buy the art.**

**5<sup>th</sup> March 2019:** Irish designer Paul Costelloe today joined Jack & Jill CEO Carmel Doyle in officially launching INCOGNITO, the secret art sale in aid of the Jack & Jill Children’s Foundation. Proudly supported by William Fry, this will be the largest art sale in Ireland this year, with 2,600 postcard-size pieces of original artworks and queues around the block on sale days in Dublin and Cork.

Each of these original art pieces will be sold to the public on a first-come-first-served basis for €50 — the twist is that no one will know the identity of the artist until after they buy the piece. From today, the pieces can be viewed on [www.incognito.ie](http://www.incognito.ie), ahead of the sale days, which take place in the Solomon Gallery Dublin from 5<sup>th</sup> – 7<sup>th</sup> April and the Lavit Gallery Cork from 17<sup>th</sup> – 18<sup>th</sup> May. Preview days are being held in the galleries on 3<sup>rd</sup> and 4<sup>th</sup> April in Dublin and on 16<sup>th</sup> May in Cork.

With works by well-known artists valued at many times the sale price, this is an opportunity to find yourself the owner of a collector’s dream or simply an artwork that you love. Artists submitting their work for INCOGNITO 2019 include **Paul Costelloe, Bono, Maser, Tom Climent, Mick O’Dea, Ed Miliano, Adrian + Shane, Abigail O’Brien, Peter Curling, Martin Mooney and Victor Richardson.**

Now in its third year, the art sale has proven to be a huge success, with last year’s sell-out event raising over €95,000 for Jack & Jill. Every €16 raised funds one hour of home nursing care for over 340 children who are under Jack & Jill’s wing today; children with severe neurodevelopmental delay who may never walk or talk or paint a picture themselves. They are precious children who do better at home with their families supported by the Jack & Jill nursing care service.

The Jack & Jill Children’s Foundation is delighted with the continued support for this public arts initiative from William Fry, one of the charity’s key corporate partners. William Fry’s support of INCOGNITO is just one part of the firm’s commitment to the Jack & Jill Children’s Foundation. As well as supporting the Foundation through fundraising, volunteering and pro bono activities, William Fry has also pledged to donate €100,000 over a three-year period, which started in 2017.

Speaking at the announcement Carmel Doyle, CEO of Jack & Jill said, “In the third year of the INCOGNITO initiative, we continue to be overwhelmed by the number of artists donating their talent, their time and their artwork to Jack & Jill; the standard of work submitted is simply outstanding, with lots of big names participating again this year. Even Bono is on board! By taking part, each artist is helping to fund home nursing care hours and respite services for sick children up to the age of five. Last year we saw people queuing outside the Solomon Gallery to purchase their favourite piece and we’re sure the sheer beauty of these works will draw people back for another year – whether that’s to find a piece they love or to get their hands on a piece from a well-known artist, for just €50. It’s a real art lotto and, if last year is anything



to go by, people will be queuing from early morning outside both galleries to purchase their favourite piece.

“Special thanks to our sponsor William Fry and their staff whose contribution to the Arts and to Charitable Giving is a core value. What is so invigorating about this initiative is that it reaches out to so many talented people to get involved; and it creates a collection of stunning variety and quality, with a price tag of €50 which is within many people’s reach.”

Speaking on their involvement, Bryan Bourke, Managing Partner of William Fry said, “We are absolutely delighted to be supporting the Jack & Jill Children’s Foundation for another year. INCOGNITO is a wonderful innovative and fun fundraising initiative that provides much needed nursing and respite support for sick children and their families, as well as providing a fantastic platform to the public to access both new and established artists. To have participation and support from names like Bono, Paul Costelloe and great Irish artists like Martin Mooney and Victor Richardson to mention but a few means so much. It’s truly inspiring to see so many beautiful pieces of art displayed in the William Fry office at the launch today.”

For budding artists INCOGNITO is a great platform to exhibit and sell artwork from well-known artists side-by-side with less well-known artists from Ireland and all around the world, all of whom must strictly adhere to keeping their submission confidential until after the sale.

**ENDS**

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**Note to Editors:**

The Jack & Jill Children’s Foundation must raise €3.8 million every year to fund its unique home nursing care and respite service which is provided to sick children, from birth to 5 years of age, around the country. Typically, these are sick children who suffer from severe neurodevelopment delay because who may not be able to walk or talk, are tube fed, oxygen dependent and in need of around the clock care. The Jack & Jill service operates 365 days a year, has no waiting list and mobilizes an army of 700 nurses and carers around the country and has done so for 22 years. More information on [www.jackandjill.ie](http://www.jackandjill.ie)