



## PRESS

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# JAGUAR INDOMITABLE JOURNEY GOES GLOBAL

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*Jaguar Parade NYC announces online auction and evokes collective action to support conservation of the jaguar and its habitat. The exhibition of vibrant, decorated jaguar sculptures in New York City inspired millions of people to discover the remarkable journey of this majestic species.*



*Source: Jaguar Parade NYC 2022/Extinction Jaguar by Eduardo Kobra exhibited at the Oculus Path in New York City.*

## **Forty Near-Life Size Jaguar Sculptures Will Find A New Home This October, Inspiring Human Actions In Favor Of Life Over Extinction.**

New York, October 12, 2022- **Jaguar Parade NYC 2022**, announces the launch of the online auction-forty vibrant decorated jaguar sculptures designed by global artists are available for purchase via open bids through October 20, 2022, **100% of net proceeds will be donated to saving jaguars.**

After inspiring millions of people during a month-long exhibition at major landmarks in New York City, Jaguar Parade NYC **invites the world** to continue to get to know the jaguars and it encourages meaningful participation and **action** while the species still has a chance.



Jaguar Parade NYC 2022 edition is supported by **global creative visionaries**, whose distinct artistic vision **highlights the issue at hand**, inspiring the world to feel the jaguar's beauty and strength. Each artwork is a masterpiece powered by the jaguar's indomitable spirit, unveiling cultural heritage, creative freedom, meaningful connections, and global movement.

"I usually say that art is a universal language. It is possible to speak all languages through painting. In this specific case, I thought of a simple, objective, quick and direct message from an issue that is pertinent to all of us. The idea is that somehow this work, which is in an incredible location in New York, can make people aware of this urgent and important cause, which is the denunciation and work against the extinction of various species of animals." said **Eduardo Kobra**- reflecting on the inspiration behind his jaguar statue artwork **-Extinction-** exhibited at the Oculus Path in NYC.

As the impacts of the current climate and biodiversity crises profoundly re-shape our lives and lead us to rethink our relationship with nature, it is time we give jaguars a voice, learn about their threats and importance of conservation, and remind ourselves that although we may at times feel alone in this world, we are just one part of an incredibly powerful planet. Together we can **combine our unique passions and creativity** to go farther than we ever imagined.

This October, the Jaguar Parade NYC invites the world to embrace the **jaguariness** style, at your home, office, or town. Each jaguar statue reflects the **interconnectivity and gratitude** for the valuable contributions jaguars have made to people and communities along their path and their fight for **survival**.

The actions we take now can **empower a sustainable future**, let's roar the world. **#letsroartheworld**

## Notes to Editors

### Artery.global

Artery is a social enterprise that runs art exhibitions to raise awareness and funds for NGOs dedicated to fighting for causes they believe in. They have organized successful editions of the most famous parades in the world and created their own projects like the Jaguar Parade. They aspire to go beyond the limits of four walls, turning streets and parks into open-air art galleries that connect a greater number of people to projects aimed at promoting citizenship and collective action.

### Jaguar Parade

Jaguar Parade is an open-air art exhibition of decorated jaguar sculptures. It is an art installation with a purpose to raise funds and awareness about the urgent need to conserve jaguars and their habitats. Placing the jaguar sculptures in key public places brings the environmental cause to the forefront of the public's attention, reaching millions of people in a unique way. Jaguar Parade's first edition took place in Sao Paulo from October to November 2019, and at that time, was known as the largest open air urban art exhibition in the history of the city.

### Jaguar Parade NYC 2022 Participating Artists, click link to Jaguar Artwork

[Ying Yan Wu](#), [Alex Korolkovas](#), [Buga Peralta](#), [Cintia Avranel](#), [Carol Wang](#), [Cecil Chique](#), [Fe Motta](#), [Gabriela Gil](#), [Floriô](#), [Guilherme Kramer](#), [Gus Attab](#), [Irmãs Gelli](#), [Isa Juliano](#), [Jonnier](#), [Ju Barros](#), [Kássia Borges](#), [Laila Mackenzie](#), [Leticce](#), [Liv Mourão & Rui Machado](#), [Vinicious Zoia](#), [Poll Ce](#), [Luc Souza](#), [Bakari](#), [Efdot](#), [Luiz Escañuela](#), [Pedro Silva](#), [Petterson Silva](#), [Poll Ce & Alexander Milov](#), [Remo](#), [Irmãs Gelli](#), [RHAY](#), [Gabriela Gil](#), [Sophie Reitermann](#), [Thuany Kohlbach](#), [Tricia Paoluccio](#), [Vanessa Alexandre](#), [Eduardo Kobra](#), [Busy](#), [Jason Naylor](#).



**Supporting Organizations:** United Nations Environment Programme (UNEP), United Nations Office on Drugs and Crime (UNODC), Wildlife Conservation Society (WCS), Panthera, World Wildlife Fund (WWF), and The Lion's Share.



### **Important Information for Media**

#### **Jaguar Parade NYC 2022 Online Auction Dates:**

##### **Online Auction – open for bids**

Wednesday, October 5, 2022 –Thursday, October 20, 2022

Online Auction at Event Gives: <https://event.gives/jaguarparade>

##### **Closing Private Event & Online Live – Last Call Auction Bids**

Thursday, October 20, 2022 – 7pm

**Website:** <https://jaguarparade.com/nyc2022/> **Instagram:** @jaguarparade.global

#### **Please visit the website and social media above to get the latest Jaguar Parade NYC 2022 Auction and artists updates**

Jaguar Parade NYC participating artists bios, jaguar artworks, jaguar conservation & cause, supporting organizations, online auction information, final calendar key dates, and press-room releases/images.

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