

## Own An Egg Masterpiece, from the UK's most celebrated artists & save a hen this Easter!

Tuesday 28 March, 2017

"Hens and eggs aren't just for Easter they are for life!" - Stuart Semple

**28<sup>th</sup> MARCH 2017 LONDON:** Launching on the 3<sup>rd</sup> April 2017 **CultureLabel.com** are excited to announce the Online Easter Egg Auction, with a twist, in association with **The British Hen Welfare Trust**.

The **Egg Masterpiece Online Auction** will see a dozen well known artists create original Egg Masterpieces, which will be auctioned off on CultureLabel.com, to raise awareness and money for the **British Hen Welfare Trust**. Starting on the 3<sup>rd</sup> April and running until the 30<sup>th</sup> April.

The charity was set up to raise awareness about laying hen welfare. Best known for their re-homing initiative, they have found pet homes for over 550,000 commercial laying hens destined for slaughter since being established in 2005. After appearing with **Jamie Oliver** on Jamie's Fowl Dinners, the enlightening **Channel 4** programme about the chicken industry, there was a huge surge in interest and adoption.

"I'm really happy to be painting the Rainbowiest Rainbow Egg to support the British hen Welfare Trust. **Hens and eggs aren't just for Easter they are for life!** It's time to take the happiness of the beautiful animals that provide our food seriously. I love a good dippy egg and I'm hoping the funds from my rainbowiest rainbow egg will give some hens the happy retirement they deserve."

### **Stuart Semple – Artist**

"We wanted to do something different this Easter. Breaking with tradition of just offering a range of chocolate Easter eggs we are instead offering our customers the chance to bid on one of a kind hand decorated wooden eggs, designed by 12 amazing artists. These eggs are truly unique and the perfect addition to any collection."

### **Lucy Baxter – Director CultureLabel**

**Jane Howorth MBE, Founder of the British Hen Welfare Trust, said:** "We are blown away by CultureLabel's offer to raise money for us by auctioning off what we're sure will be incredible, unique pieces of art. We're also hugely grateful to the artists themselves, and we're so excited to see what designs they come up with. The money raised from the auction will be put towards building the very first BHWT Welfare and Education Centre which will serve as a dedicated re-homing point for us in Devon as well as a space for educating school children, businesses, veterinary professionals and individuals about our feathered friends. After all, everything we do is for them!"

**For more information and high res imagery of the egg masterpieces please contact Lucy Baxter**

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