



FOR IMMEDIATE RELEASE

October 20, 2021

The Laundromat Project Awards 50K to Five NYC, POC-Led Cultural Organizations, Largest Single Award in Organization's History

BROOKLYN, NY – Today, The Laundromat Project (The LP) announced that it will award \$50,000 to five New York City-based grassroots cultural organizations led by people-of-color during its People-Powered Pay-it-Forward campaign; the largest single amount awarded at one time in the Bedford-Stuyvesant-based organization's history. Each People-Powered Pay-it-Forward Award Recipient will receive \$10,000 in unrestricted funds to support their work utilizing the power of creativity to transform the lives of people of color in their communities.

The LP's annual People-Powered Challenge is traditionally a peer-to-peer fundraiser to raise funds in support of The LP's work within its communities, but this year a significant gift from MacKenzie Scott and Dan Jewett is allowing the organization to award donations to others rather than receive them.

"Our belief is that when one artist or organization in our ecosystem becomes stronger, there is an obligation and opportunity to ensure that those with whom we are connected are able to do the same," **said George Suttles, Board Chair of The Laundromat Project.** "These gifts are but a small seed of affirmation and acknowledgement of the work these grassroots organizations do every day. We also hope that celebrating their work encourages our greater community of individuals, artists, and partners to do more in helping to support and sustain their efforts."

"This will be the first time we're giving money rather than raising it during the People-Powered Challenge," **said Kemi Ilesanmi, Executive Director of The Laundromat Project.** "The transformative gift we received this summer, along with the move to our new home in Bed-Stuy, began a new chapter for The Laundromat Project, allowing us to reimagine how to have an



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even bigger impact. We hope it will do the same for our People-Powered Pay-it-Forward Award recipients, allowing them to explore new and proven ways that will best serve their communities.”

The People-Powered Pay-it-Forward Award recipients were selected by The Laundromat Project’s staff and board. Each organization was selected from a criterion that considered our past partnership, its size, operations, and alignment to The LP’s [People of Color Centered Principles](#).

The 2021 People-Powered Pay-it-Forward campaign will run October 25-29, 2021 on The Laundromat Project’s social media platforms. The celebrants include:

[Kelly Street Garden](#)

Kelly Street Garden uses food and culture as the entry point to healing their community. The garden functions as a vehicle for addressing generational trauma which has caused many health disparities resulting from systemic racism.

[W.O.W. Project](#)

The W.O.W. Project is a women, non-binary, queer, trans led, community-based initiative that works to sustain ownership over Chinatown Manhattan’s future by growing, protecting and preserving Chinatown’s creative culture through arts, culture and activism.

[The Literary Freedom Project](#)

The Literary Freedom Project (LFP) is committed to creating spaces that help elevate cultural narratives. Their programs value the variety of histories and cultures found in the Bronx and give educators & residents places to build community and explore social engagement.

[BlackSpace](#)

BlackSpace bridges gaps between people, place, and power to realize racial justice with Black communities. Working on a local and national scale, they manifest justice through design and urban planning.

[STooPS](#)

STooPS connects the Bed-Stuy neighborhood with a big ol’ block party, classes, and opportunities for artistic expression in unconventional spaces—to make art accessible while honoring the local and valuing creators.



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For more information on The Laundromat Project and the 2021 People-Powered Pay-it-Forward Challenge, visit laundromatproject.org/pay-it-forward.

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About The Laundromat Project

The Laundromat Project advances artists and neighbors as change agents in their own communities. We envision a world in which artists and neighbors in communities of color work together to unleash the power of creativity to transform lives. We make sustained investments in growing a community of multiracial, multigenerational, and multidisciplinary artists and neighbors committed to societal change by supporting their artmaking, community building, and leadership development. Since 2005, The Laundromat Project has directly invested over \$1M in 180+ multiracial, multigenerational, and multidisciplinary artists; 86 innovative public art projects; and a creative community hub in Bed-Stuy, while engaging over 46,000 New Yorkers across the city and beyond.



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