Beat: Arts

UBS Launches WOMEN - Heroes - Celebrating women making a difference

10-city international tour of WOMEN

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USPA NEWS - UBS today launched WOMEN: Heroes, a digital campaign celebrating women making an impact in their communities. The campaign complements the 10-city international tour of 'WOMEN: New Portraits', an exhibition of newly commissioned photographs by renowned photographer Annie Leibovitz,...

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Exhibition visitors and audiences globally are invited to share the stories of inspiring women in their own lives. Participants submit their captioned photos via Instagram using #ShareYourHero or directly to the digital gallery at http://www.ubs.com/shareyourhero for a chance to win a trip for two to the New York opening of 'WOMEN: New Portraits' in November 2016.

The campaign is launched ahead of the opening of 'WOMEN: New Portraits' in Singapore on 29 April 2016. Access to the exhibition is free.

UBS provides long-term global support to the premier international Art Basel shows in Basel, Miami Beach and Hong Kong, for which the firm serves as global Lead Partner, as well as to the Guggenheim UBS MAP global partnership with the Solomon R. Guggenheim Museum and Foundation.

Source : UBS

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