



SARRRC

Southwest
Autism
Research &
Resource
Center

Outreach

SPRING 2006

CONNECTING OUR COMMUNITY & RAISING AWARENESS ABOUT AUTISM

THE SWEET SOUNDS OF MUSIC THERAPY

**The power of
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Phoenix Pony Rises

First-edition, signed Phoenix Ponies are now on sale exclusively through DELSTAR; a portion of the proceeds benefit SARRC's burgeoning Arts & Culture Program



The Phoenix Pony is available for purchase at www.delstargroup.com and a portion of the proceeds benefit SARRC.

Get Your Phoenix Pony

- What:** First-edition Phoenix Pony (numbers 26-500) signed by the artist
- Cost:** \$275
- Where:** www.delstargroup.com
- Why:** To support SARRC's burgeoning Arts & Culture Program for Exceptional Children
- Bonus:** A Paint Your Own Pony Kit will be donated to SARRC with every purchase

DELSTAR Companies, a Phoenix-based specialty retail company, has partnered with SARRC on the sale of a limited number of signed, collector's edition Phoenix Ponies, which are part of The Trail of Painted Ponies collection. First-edition Phoenix Ponies (numbers 26-500), designed and signed by Carefree, Ariz.-based artist Wendy Wells-Bailey, are now on sale exclusively online at www.delstargroup.com.

"The Trail of Painted Ponies began as a public art project in Sante Fe, N.M., and has since blossomed into a wildly popular collector's item due to their unique artistic qualities," said Pam Del Duca, president of DELSTAR. "Our goal with the Phoenix Pony is to showcase the beauty of our city and to bring joy to children affected by autism, who often use art as a means to express themselves."

For \$275, the buyer gets a signed, first-edition Phoenix Pony, guaranteed to be a number between 26 and 500 (lowest numbers will be issued first). A portion of the proceeds will go directly to SARRC and the buyer will also receive a certificate from SARRC stating that a Paint Your Own Pony Kit has been donated to SARRC's Art & Culture Program for Exceptional Children in his or her name, which represents a \$24 value that is tax deductible by the buyer. The goal is to raise upwards of \$25,000 for SARRC's Arts & Culture Program for Exceptional Children.

The Phoenix Pony was inspired by the Phoenix Sculpture, commissioned by DELSTAR to be the official logo of The Phoenix Shop located on the D concourse of Terminal 4 at Phoenix Sky Harbor International Airport.

DELSTAR will also sell unsigned first-edition Phoenix Ponies on its Web site for \$50, and a portion of all Internet sales will be donated to SARRC. The first 1,200 unsigned Phoenix Ponies DELSTAR sold last year went so fast that DELSTAR has now implemented a limit of two per customer.

Pairing the Phoenix Pony with SARRC is a meaningful fit. Hippotherapy, a treatment that uses the multidimensional movement of horses to improve neurological function and sensory processing in humans, helps many children with autism and other disabilities.

"In addition, art provides a palette for connecting children with autism with our world in terms of beauty, pleasure, inspiration and wonderment," said Denise Resnik, co-founder and board chairman of SARRC and mother of a 14-year-old son with autism. "With or without language, art is one of the most powerful ways to communicate thoughts, feelings and actions—something individuals with autism find difficult to do." ▀