

LOVE IS HERE TO STAY: ICONIC LOVE SCULPTURE TO MAKE PERMANENT HOME AT RENOWN THANKS TO GENEROUS DONOR

Flatbed concert by powerhouse group Jelly Bread set to commemorate this monumental gift from the Robert and Dorothy Keyser Foundation



Reno, Nev. (July 13, 2020) – Renown Health Foundation announced today that the [LOVE sculpture](#), a one-ton, welded aluminum artwork with letters 10-feet tall and eight-feet wide, has found a permanent home at Renown Regional Medical Center’s main entrance thanks to a donation from the Robert and Dorothy Keyser Foundation. To celebrate, Renown has partnered with Carson City’s [Brewery Arts Center](#) to bring music to the people of 89502 with a flatbed concert by the nationally-touring band [Jelly Bread](#). The concert will be tonight from 5-8 p.m. and the truck will stop at various locations near the *LOVE* sculpture, playing feel-good, urban sounds of funk and rock. **See the official concert route [here](#) and attached.**

“Since April and the height of the COVID-19 pandemic, the *LOVE* sculpture has been a powerful source of hope, inspiration and determination for our community,” said Blake Smith, chair of the Keyser Foundation. “Now, we can’t imagine the entrance of the hospital without it. We are happy that the incredible piece of art will continue shining a bright light while spreading warmth and comfort to all who care for those in our hospitals, patients and families, and those who pass by.”

Blake Smith will be at the *LOVE* sculpture today from 11 a.m. – noon to speak on the Keyser Foundation’s donation. A Renown spokesperson will also be available to speak

on the evening's traveling flatbed concert festivities. Members of the media are invited to the LOVE sculpture tonight at 5 p.m. to cover the concert.

The *LOVE* structure was originally slated to be on display at Renown from April 16-July 16 as part of a partnership with local non-profit, [Artown](#). However, because of the generosity of the Keyser Foundation, the sculpture will remain in its current location, clearly visible to employees, physicians, patients, families and vehicular and pedestrian traffic along the Mill and Ryland Street corridors.

Dr. Tony Slonim, president and CEO of Renown says, "Purchasing the *LOVE* sculpture to stay on our Regional Medical Center campus was an incredible act of love demonstrated by our former Renown Board Chair, Blake Smith and the Keyser Foundation— a love for our community, a love for those fighting for their health and a love for those fighting to keep our community safe. This piece of art has already inspired so many and comforted those in need during such a notable time in our nation's history. I encourage everyone to experience this wonderful gift to our community."

To celebrate the sculpture's new home, Jelly Bread will play an upbeat musical set on a traveling flatbread truck, sharing the love with nearby neighborhoods and parks—beginning and ending at the *LOVE* sculpture.

"We are extremely grateful to Blake Smith and the Keyser Foundation for bestowing a gift our entire community can enjoy," said Renown Health Foundation's chief development officer, Greg Walaitis. "Since the concept of love and music are harmonious, we can't imagine a better way to celebrate this gift than with a community-wide flatbed concert by a band that exudes positivity, and of course, *LOVE*."

Debuting at Burning Man in 2019, the *LOVE* sculpture was created by artist Laura Kimpton and fabricated by Jeff Schomberg. Over the years, the duo has collaborated to create 18 letter-based sculptures—including the popular *BELIEVE* and *HOME*, which are located in Reno and *OINK* and *MOM* pieces, which have been featured around the world.

Renown believes that healthcare and the arts work hand-in-hand to help heal the mind, body and soul. Displays of visual art and musical performances can be observed at Renown locations throughout the region, year-round.

Ways to Support the Arts at Renown Health

- Make a gift at renown.org/give
- Call Renown Health Foundation at 775-982-5545
- Mail a check to Renown Health Foundation, 1155 Mill St., O2, Reno, NV 89502
- Venmo: @RenownFoundation

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About Renown Health



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Renown Health is the region's largest, locally owned and governed, not-for-profit integrated healthcare network serving Nevada, Lake Tahoe and northeast California. With a diverse workforce of more than 7,000 employees, Renown has fostered a longstanding culture of excellence, determination and innovation. The organization comprises a trauma center, two acute care hospitals, a children's hospital, a rehabilitation hospital, a medical group and urgent care network, and the region's largest, locally owned not-for-profit insurance company, Hometown Health. Renown's institute model addresses social determinants of health and includes: Child Health, Behavioral Health & Addiction, Healthy Aging and Health Innovation. Clinical institutes include: Cancer, Heart and Vascular Health, Neurosciences and Robotic Surgery. Renown is currently enrolling participants in the world's largest community-based genetic population health study, the Healthy Nevada Project®. For more information, visit renown.org.