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POP ART ICON, ROMERO BRITTO, NAMED AMBASSADOR TO RIO 2016 OLYMPIC GAMES

MIAMI—February 11, 2015—Iconic pop artist, Romero Britto, was appointed Global Ambassador to the Rio 2016 Olympic Games by the Olympic Committee of Brazil. The Brazilian-born, Miami-made and world-renowned artist, who has served as benefactor to more than 250 non-profit organizations worldwide, and whose pop sensibility has lent itself to collaborations with marquis brands like Bentley, Coca-Cola, and Disney, joins seven other Brazilian entrepreneurs, TV hosts, chefs, actors and singers in the prestigious role.

Britto's appointment comes on the heels of longstanding associations with both national and global sporting events. The artist's designs colored the stadium at Super Bowl XLI in 2007, and in 2008, he created a series of limited-edition postage stamps for the United Nations titled, "Sports for Peace," celebrating the unforgettable talent of the athletes of the Olympic Games in Peking. Most recently, Britto was a global ambassador to the FIFA World Cups in 2010 and 2014.

"Romero Britto's art speaks a universal language that reaches all ages," said Marcus Vinícius Freire, executive director of the Olympic Committee of Brazil. "He has a loyal following of Brazilians living outside the country, especially in Latin and North America, and aside from his longstanding connection to sports, his story is much like that of other Brazilians who have tried their luck abroad and found success. Team Brazil is thrilled to have him as an ambassador to the Rio 2016 Olympic Games," Vinícius said.

As a Global Ambassador, Romero's main priority will be rallying fans worldwide to cheer on their athletes, and naturally, he plans to do this through art.

"The Olympics bring hundreds of thousands of people together from all over the world to compete in sports and to root for their home countries," said Romero Britto. "But the reason I'm so excited to be a Global Ambassador is because The Olympics bring us all together to remind us of the ways in which

we are united. I know that this new role is going to inspire some exciting works and moments leading up to the games.”

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ABOUT ROMERO BRITTO

Brazilian-born and Miami-made, Romero Britto is an internationally renowned pop artist who uses vibrant color, playful themes and hard-edged compositions to capture the attention of both youthful spirits and educated art collectors.

With an iconic style described by *The New York Times* as, “[exuding] warmth, optimism and love,” Britto’s unique talent, unshakable resolve and belief in his art have granted him a significant presence in the United States, Europe, South America and Asia. The artist’s pop sensibility has lent itself to collaborations with far-reaching brands such as Audi, Bentley, Coca-Cola, Disney, Evian, Hublot, Mattel, and Technomarine, to name a few.

Britto is an activist for charities worldwide, and most importantly, an artist who believes “art is too important not to share.” He serves as a benefactor for more than 250 not-for-profit organizations, committing time, resources and art as an agent of positive change. Britto’s work evokes happiness and hope using a visual language all its own that is relatable to all.