



## **OC Teens Create Photo Exhibit Promoting Tolerance as Part of Global Art Project**

### **Inside Out on Display at Kaleidoscope Through Summer**

Mission Viejo, California, July 23, 2014 – A photo exhibit by local teens aimed at increasing tolerance and celebrating diversity has been installed at Kaleidoscope Center. Three Orange County teens created the 34 posters as part of Inside Out, a global art project that examines labels, stereotyping and concerns of racism.

Inspired by the award-winning Inside Out project which uses photography and simple handwritten words on the subject's hand or a small chalkboard that describes how others perceive them, three Orange County teens set out to contribute to the worldwide public art project. Friends Shannon McNicholas, Alex Allan and Parth Shah raised nearly \$1,300 from a Kickstarter campaign to fund the printing of 3' by 5' posters to install at public places such as Kaleidoscope Center, Cal State Fullerton and other high traffic areas throughout Orange County.

"Our goal was to capture as many different physical, ideological, and cultural differences as we possibly could and display them side by side," said McNicholas. We hope that this project will give people a little glimpse into the lives of the people that we display -- allowing viewers to realize that there is much more to a person than the simple labels that we often put upon them."

"We couldn't be happier to support the teens and this project," said Lauran Roberson, Marketing Director of Kaleidoscope. "Orange County is a diverse community and we support anything that helps promote tolerance, understanding and empathy."

The posters will be on display at Kaleidoscope on the Courtyard level through August.

Inside Out has projects around the world that are all documented online. Nearly 200,000 people from more than 112 countries and territories have participated, including Ecuador, Nepal, Mexico and Palestine.

#### **About Kaleidoscope**

Kaleidoscope Center is a 245,000 square foot lifestyle center located at 27741 Crown Valley Parkway, just off the 5 Freeway, in Mission Viejo. The center offers popular entertainment, retail and restaurants, along with a variety of community events throughout the year. Kaleidoscope includes Edwards Cinemas, LA Fitness, Burke Williams, Sola Salon, Islands Restaurant, Buffalo Wild Wings, Howie's Game Shack, Laser Quest, Riptide Rockin' Sushi and Teppan Grill, Maui Grill, Rocco's Pizzeria, Rita's Italian Ice, Yogurtland, AT&T, Jump 'n Jammin, and Color Me Mine. The center recently welcomed Bold Girlz, and Stars and Bars will open this fall. Later this year, another anchor tenant will open, Union Market Mission Viejo, offering 28,000 square feet of unique dining and specialty retail.

Kaleidoscope Center is owned by an affiliate of Westport Capital Partners LLC, and is managed by Sentinel Development. Be sure to follow all the happenings at Kaleidoscope via [facebook.com/gokaleidoscope](https://www.facebook.com/gokaleidoscope), [twitter.com/gokaleidoscope](https://twitter.com/gokaleidoscope) and <http://gokaleidoscope.com>.

# # #

Media Contact: Jane Gillespie Public Relations (949) 733-2198