



FOR IMMEDIATE RELEASE

The Beauty of One custom art company releases to the public its new project:

**The Blank Canvas Tour**

*Blank Canvas Tour set to launch early July.*

IOWA, June 12, 2012- David & Christina Diller, founders of the custom art company, the Beauty of One, have created an ambitious project called the Blank Canvas Tour. The tour will consist of the Dillers, their two children, their company intern, and likely one other (yet to be decided) as well as a virtual team member chosen by application, making a cross-country photography “adventure”. The tour will double as an opportunity to gather stories about journeys other people are taking and tell their stories to encourage people who want to dare to dream.

For the past 6 months, the Dillers have carried a blank canvas with them, capturing fun images which are then turned into cards that people can customize with their own message. The hobby grew into something bigger than them as they recognized the blank canvas as a symbol of endless possibilities, of creativity waiting to be unleashed, of taking risks, and living with a mindset of adventure.

This project will combine the blank canvas photo shoots with on-the-street video interviews, collecting candid takes on why or why not people are living a life of adventure and what that means to them.

The Dillers, along with their intern, will also be capturing in-depth interviews with hand-chosen people who they seek out beforehand and meet along the way. These videos will be compiled into an online database of encouragement designed to inspire people everywhere, no matter what stage of adventure they are in. “We want to break down the idea that I think a lot of people have that people who do big things know what they're doing from the beginning; that they're somehow more talented, popular, or just lucky. We believe that the reality is that anyone can do great things, they just have to push through the insecurities (or hopefully be healed from them) and keep going,” says Christina.

The Dillers hope to develop the project into an online community where like-minded people can connect and help each other on their projects, goals, and dreams - mentoring, advice, a listening ear, and exchange of services, among other things. They're requesting donations (in exchange for various sponsor rewards, like credits to their art store) to help fund the project via Start.ac and also have several media events in play including a huge social media campaign beginning on June 15, 2012.

For more information and to find out if the Blank Canvas Tour will be visiting a city near you, please visit [www.blankcanvascards.com/travels](http://www.blankcanvascards.com/travels)

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**Project Information:**

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[www.blankcanvascards.com/travels](http://www.blankcanvascards.com/travels)

**Donations** - <http://start.ac/blank-canvas-tour>

**Promo Video** - <http://youtu.be/fyU6qbliMsU>