



**NFTs Minting on September 8th on OpenSea**

**LA Artist of 30 years, Rick Robinson, launches first NFT collection of 10,000 Digital Pink Fists dedicated to voting everywhere**

**GET OUT THE VOTE GETS CRYPTO-NATIVE FOR THE 2022 ELECTIONS. IT'S SIMPLE - AN ARTISTIC EXPRESSION OF UTILITY BRIDGING BOTH PHYSICAL, DIGITAL, AND IMPACT IN WEB 3 AND THE REAL WORLD. THE IMAGE IS AN EVOLUTION OF THE SAME ONE USED IN HIS VIRAL 2020 CAMPAIGN AIMED TO REGISTER VOTERS.**

**SEPTEMBER 8, 2022** - (Rick Robinson) - (pinkfistnft.com) - [Rick Robinson](#), an LA-native media executive, author, and sculptor, has launched his rendition on the evolution of "Get out the vote" campaigns. In 2020, Rick created a digital image of a Pink Fist with the words "VOTE" that was featured on billboards across America, from Times Square ([pic](#)) to Hollywood Blvd, as the main symbol, seen over 100 million times, behind a non-partisan campaign to encourage people to vote. He co-led the campaign with Michael Tomlin, a former Professor of Marketing for 22 years at Cal-State University, Long Beach. His team's efforts then raised over \$60,000 for their [partner](#), The Center for Common Ground, a non-partisan, minority-led voter's rights organization.

Now, in 2022, Rick and his team have evolved those same ideas, creativity, and artwork to resonate with a new medium and message, designed to sit between our physical world and the metaverse. Rick has translated his original image into 10,000 affordable 3D-rendered NFTs, symbolically priced at \$20.22 each, all with the intention of giving a majority of the proceeds to partner non-profits.

To produce the visual for the NFT, Rick created 50 limited edition Pink Fist Steel "Wall Sculptures," handmade in his LA studio, that will be independently offered for sale separately from the 10,000 NFTs. These will be viewable and purchasable at Gloria Delson Contemporary Art Gallery in Downtown Los Angeles as well as directly from the team. Each sculpture owner will receive 22 of the Pink Fist NFTs, in

addition to a secondary, physically-backed “voucher” NFT with 4K, that enables owners a blockchain-native redemption bridge to obtain their sculpture.

Each steel sculpture looks similar on the surface, with distinct, unique small differences amongst each piece that makes each artwork truly one-of-a-kind. They are signed and individually numbered of 50 on the back, with the high resolution photographs of each sculpture belonging to the physically-backed NFT that sculpture owners will receive via 4K after the gallery exhibit ends.

A majority (60%) of the proceeds raised by Rick’s team will be donated to Pink Fist’s non-profit partner, The Center for Common Ground, a non-partisan, minority-led voter’s rights organization. From Andrea Miller, Executive Director at CFCG: “The work we did in 2020 is the template for our work in future years. While our 50,000+ volunteers work remotely, we provide the training and digital tools for our on the ground partners to be more impactful and targeted in their outreach. It’s the ‘teach a man to fish’ rule applied to GOTV.”

Previously, getting charitable funds to partners quickly enough for activist artwork was a challenge. The playbook for The Pink Fist NFT project flips this challenge into an opportunity, enabling funds to get into the hands of partners who need it the most. Rick’s team is able to offer NFTs corresponding to both his physical and digital artwork to generate awareness for a simple message, “Vote On-Chain and IRL.” This comes at a time when crypto and constitutional rights are being questioned daily in American society and activist crypto artwork is few and far between the norm.

While many conventional artists are questioning and experimenting with the NFT world at the same time, Rick’s project stands as a real world example of the power of art, crypto, and voting to express a message and make an impact. It touches on innovations from both the crypto-native Web 3 world and tradition from the conventional art world to create a new experience between physical and digital.

The project is minting September 8th, 2022 (LINK). The team will be activating and engaging the community throughout the election cycle and beyond not with a roadmap, but with the north star of following our mission to increase voter turnout everywhere.

More info on Rick can be found on his website, [Primitive Pop](#).

More info on Pink Fist NFT Project: [pinkfistnft.com](https://pinkfistnft.com)

More info on Center for Common Ground: <https://www.centerforcommonground.org/>

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