



# Mission statement

AUSTRALIANS UNLEASHED THEIR CREATIVITY AT THE FESTIVALS OF POTENTIAL AND HELPED RAISE FUNDS FOR MISSION AUSTRALIA'S CREATIVE YOUTH INITIATIVES

We've all got talent and it was on show at the recent Festival of Potential events, which saw more than 5000 people in Sydney and Melbourne put paintbrush to canvas in a giant community effort to help young people realise their creative potential. An initiative of American Express and Mission Australia, the Festival of Potential encouraged participants to create individual works of art with a little help from professional artists. The result is the Tree of Potential, left, which has been unveiled exclusively for

*The Weekend Australian Magazine.* This spectacular montage showcases 1000 of the canvases created by the public. American Express provided a donation for the first 1000 canvases painted at each of the festivals and this raised \$75,000 for Creative Youth Initiatives, a free program run by Mission Australia. It aims to help disadvantaged youth realise their potential through creative outlets, such as art, music and writing. For photos from the Festival of Potential, visit [www.mycreativepotential.com](http://www.mycreativepotential.com)