

Media Release

COLUMBIA THREADNEEDLE FOUNDATION SUPPORTS PORTRAIT SERIES ‘MASKED’ FOR CHILDREN’S CHARITY

24 leading figures in the arts, education, communications and law pose in masks to raise money for AT The Bus

LONDON, 1 FEBRUARY 2021: Columbia Threadneedle Foundation, the charity of leading asset manager Columbia Threadneedle Investments, is proud to support ‘MASKED’, a limited-edition series of portraits by award-winning photographer Joanna Vestey, to raise funds for UK children’s charity AT The Bus.

Launched today, MASKED features 24 leading figures in the arts, education, communications and law including Andrew Scott, Jenny Saville, Grayson Perry, Joy Labinjo, Dame Zandra Rhodes, Sir Philip Pullman, Krishnan Guru-Murthy and Baroness Amos, all photographed wearing masks. The portraits explore the theme of communication. Each sitter is shown in their own space, captured in a moment shared with Vestey abiding by the current lockdown regulation to stand two metres away.

AT The Bus is a charity delivering a school-based programme of art as therapy to young people aged 7-18. Aiming to raise £150,000, all proceeds from the sale of the MASKED limited-edition prints will support the vital work of AT The Bus.

Dr Juli Beattie OBE, Director Founder of AT The Bus, said: “Children and young people need support for their wellbeing, mental health and education, particularly during times of uncertainty and stress. AT The Bus delivers a therapeutic, educational intervention for those who need it most. It is a vital time for AT The Bus to support young people.”

Dr Mina Fazel DM MRCPsych, Associate Professor in the Department of Psychiatry at the University of Oxford and Patron of AT The Bus said: “If there was ever a time to care about the mental health of the most vulnerable young people in our communities, it is now. Social isolation both as a result of lockdown and from the physical veil of a mask when in-person contact is allowed, is a particularly toxic blow for the mental health of our young people. With limited access to onsite learning in schools there is a

strong likelihood that pre-existing behavioural or emotional problems are spiraling. The negative consequences of isolation are becoming increasingly apparent in research, leading to the full range of mental health problems, from increased anxiety and depression to higher rates of self-harm.”

Alison Jefferis, Head of Corporate Affairs at Columbia Threadneedle Investments and Chair of Columbia Threadneedle Foundation said:

“As the pandemic continues to impact lives, we are committed to helping organisations like AT The Bus provide urgent support for those most in need. MASKED is both a statement about this time and a wonderful collaborative effort to support young people who may be finding it hard to navigate lockdown and other consequences of COVID19. We have seen the positive impact of Juli and her team over several years and are proud to support the important work they do.”

MASKED sitters: Baroness Amos, Justin Audibert, Fiona Banner, Sir Harrison Birtwistle, Dawn French, Denise Gough, Krishnan Guru-Murthy, Baroness Helena Kennedy, Daniel Kidane, Joy Labinjo, Rich Miller, Cornelia Parker, Korky Paul, Grayson Perry, Philippa Perry, Sir Philip Pullman, Dr Janina Ramirez, Dame Zandra Rhodes, Jenny Saville, Andrew Scott, Juliet Stevenson, Camille Walala, Richard Wentworth, Paul Whitehouse.

******IMAGES AVAILABLE ON REQUEST******

- Limited edition prints will be available to buy from 10am on 1 February until 31 March from www.atthebus.org.uk
- 28 x 34 cm printed on Hahnemüle Photo Rag 308gsm in a limited edition of /50 - £150 per print
- Limited edition large prints and full collection box sets also available

About Joanna Vestey

MASKED is Joanna Vestey’s second project born out of Lockdown. In July 2020 she launched Custodians for Covid, a series of 22 photographs of London’s empty theatre spaces. The online print sale has already raised £140,000 to support the future of our theatres so greatly affected by the pandemic. Joanna Vestey (1972) is a photographic artist based in Oxford. She studied photography at the Surrey Institute of Art and Design and at Bezalel Academy in Jerusalem and has an MA in Social Anthropology and Development from SOAS. Her work has been exhibited at The Ashmolean Museum, The Southbank Centre, Messums Gallery, Personal Structures/Open Borders, Venice Biennale (2017) and at Glastonbury Festival, as well as published in publications such as Le Monde, The Times and The British Journal of Photography. Her work is held in several collections including the National Portrait Gallery, London and a monograph of her work; Custodians, was published by the Ashmolean Museum in 2015. She has recently completed a practice led PhD at the European Centre for Documentary Research.

About Dr Juli Beattie OBE, Director Founder of AT The Bus

Juli Beattie, a therapeutic educator, was born in Hungary and came to England as a child refugee in 1956. Trained as a teacher, she has spent over 40 years working in mainstream and specialist schools and hospitals, including Great Ormond Street. Juli’s interests are predominantly in mental health, education,

and the therapeutic power of art. In 2002, having devised a unique methodology which combined education and therapy through art, she founded The Art Room charity. In 2016, she was awarded an OBE in recognition of her contribution to education and the welfare of young people. In 2018 Juli and a group of like-minded people set up AT The Bus.

About Columbia Threadneedle Foundation

Columbia Threadneedle Foundation is committed to investing in the community through partnerships that create positive social impact. We focus on charities that are driving social change through their work with disadvantaged or marginalised people, often using education, art or sport to engender lasting change. Common threads we look for in our programmes and charity partners include the ability to build skills and confidence, challenge perspectives and broaden horizons.

Columbia Threadneedle views philanthropy as investment in the future and we apply similar principles to our investment and charitable activities, with the aim of delivering measurable improvement to individual lives and the broader community. We partner with charities that share our goals and values and can deliver a return on our investment in terms of long-term, sustainable social change.

In addition to financial support, the Foundation provides volunteering and pro bono opportunities for Columbia Threadneedle employees, to encourage meaningful engagement with our charity partners. The Foundation also supports the efforts of employees raising money for charity, via payroll giving and matched giving programmes.

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Columbia Threadneedle Investments is a leading global asset manager that provides a broad range of actively managed investment strategies and solutions for individual, institutional and corporate clients around the world. With more than 2000 people including over 450 investment professionals based in North America, Europe and Asia, we manage £400bn of assets across developed and emerging market equities, fixed income, asset allocation solutions and alternatives.

Columbia Threadneedle Investments is the global asset management group of Ameriprise Financial, Inc. (NYSE:AMP), a leading US-based financial services provider. As part of Ameriprise, we are supported by a large and well-capitalised diversified financial services firm.

Source: Ameriprise Financial Q4 2020 earnings release.

www.columbiathreadneedle.com

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