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International Artist Joe Craig Gifts Over \$90,000 of Portrait Art to Pandemic Workers at SoutheastHEALTH

MAY 27TH 2020 BY DEE LOFLIN

International Artist Joe Craig Gifts Over \$90,000 of Portrait Art to Pandemic Workers at Southeast

On May 6, 2020 and May 8, 2020 Joe Craig, founder of the Soulmarks Foundation and Craig Photography in Dexter, Missouri, brought his Hero Project to SoutheastHEALTH in Cape Girardeau. During the two-day photo shoot, Craig captured over 200 portrait sessions with hospital staff.

The Soulmarks Hero Project was initiated to highlight and honor those called to service during the worldwide COVID-19 pandemic. By capturing the images and stories of healthcare workers, Craig pays homage to the pandemic heroes, saluting their outstanding endeavors and providing them with a unique pictorial record that ensures their story can be handed down and appreciated by future generations of loved ones.

On May 29, Joe Craig and his team will return to the hospital to unveil over 200 portrait prints as gifts to the staff. Each person will receive a Soulmarks gift of legacy art; a boxed art print signed by Joe Craig and a full-sized digital file, which retails for \$450 at any of his studios. The overall value of the gift to the hospital staff is over \$100,000.

Those photographed have already been sending their appreciation and feelings to Craig ahead of the unveiling:

“For those of you that know me, I love creativity. When an individual envelops their creativity to pay homage to those of us who face “the monster” of COVID-19 on the frontlines, they capture an emotion words can’t describe. I felt UNCERTAINTY to my core and I know many others share/shared this panic right along with me. Thank you Soulmarks Foundation for honoring me and many others as pandemic heroes...this tribute and image is something I will treasure forever. God bless you and your team.” - Janice Quade

“Thank you again for giving us this chance, and honoring us, instead of fearing us. It means more to us than you will ever know.” - Jackie Twidwell

“You will not remember me or my name, that is ok. I was there to hold your hand to make you comfortable, ease your pain and fear. I may not see myself as a Hero, this Is my job and I am happy to do it. ” - Brandy Matlock“They say the hands are a mirror to the soul. Joe Craig has photographed my hands several times in my life-in the many school dances and cheerleading pictures with lifelong friends, my Senior pictures, my wedding day when my parents gave my hands in marriage to my best friend, and now in this tribute to the heroes, during this scary and crazy time in my 32 year career at Southeast Health. I do not see myself as a hero, but as a friend, daughter, wife, sibling, coworker and labor and delivery nurse that will always offer her hands to applaud, squeeze, high five and to hold

whenever those true heroes in my life need it. Thank you Joe Craig for the Soulmarks that you have captured in my life.”

Julie Schott

“I don't consider myself on the frontlines of anything, but I'm still there.

I don't think of myself as a hero either, but I'm still there.

I was there for your dad when he desperately needed that cervical spine fusion.

I was there for your grandma when she couldn't wait any longer on that vertebral augmentation for her compression fracture.

I was there for your uncle when he had to have that emergent brain surgery.

I was there....I am still there...For you.” - Tina Ford

Since 1972, Joe Craig has established himself as an internationally-acclaimed photographer. He has spent 40 years perfecting his life's work, an artistic and soulful approach to portraiture called Soulmarks, and teaching this philosophy to others. Joe's instinctive talent and magnetic charisma keep him in high demand as portraitist, photographic consultant and lecturer around the globe.

In addition to the Joe Craig Luxury Group (JCLG), a line of portrait studios exclusively available on luxury cruise lines and at destination resorts, he also dedicates time to the Soulmarks Foundation, which works to gift portrait sessions to those who could not otherwise have access to experience the healing power of photography. The Foundation is funded by contributions from the Joe Craig Luxury Group and the generosity of others.

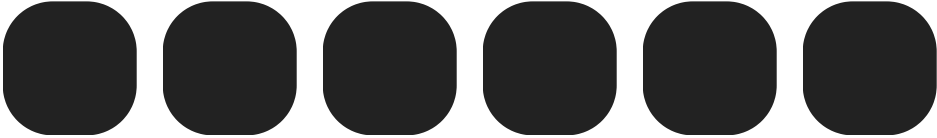
The Soulmarks Foundation gift at SoutheastHEALTH is given in memory of Elmer Seyer and Carolyn Corlew

About SoutheastHEALTH

At SoutheastHEALTH, the region's premier healthcare system in southeast Missouri, our patients receive excellent care of the highest clinical quality, close to home. Within our network are more than 50 care locations in 13 communities, including hospitals, primary and specialty care clinics representing over 30 clinical specialties and extending care for patients in a four-state area. Learn more at SEhealth.org.

<https://showmetimes.com/Blogpost/veav/International-Artist-Joe-Craig-Gifts-Over-90000-of-Portrait-Art-to-Pandemic-Workers-at-SoutheastHEALTH>

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