

Tundraland Home Improvements: Gives back and helps Stevens Point art students express creativity with window art

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WAUSAU, Wis. [Aug. 9, 2023] - [Tundraland Home Improvements](#), a [LEAF Home](#) owned company specializing in decks, baths and walk-in showers, is excited to launch its Stevens Point Student Art Series window decoration initiative on Saturday, August 12 at the [Exhibitour Wausau Art + Wine Walk](#) event.

This is the first of a monthly campaign featuring different art students at the [University of Wisconsin-Stevens Point](#) (UWSP). Each month a new art student will decorate the window at Tundraland Home Improvements' Wausau office, located at 305 N. 3rd Street ([map](#)). Then, for every person who posts a picture in front of the window to social media and tags Tundraland Home Improvements, the company will donate \$10 per post - up to \$500 - to a charity of the UW-Stevens Point art student's choosing.

"Tundraland values giving back, but we also believe in helping people foster their talents," explained Amy Zimmerman, chief marketing officer at Tundraland Home Improvements. "Through this initiative with UWSP, we're able to give back while also helping a local college student showcase their talents on a very public stage each month. I'm looking forward to seeing the many art projects that come from this initiative."

The first student to have their art featured on the Tundraland window is Aubrey Schmidt, a sophomore interior design student at UWSP. Aubrey is passionate about sustainability and inclusivity and loves to incorporate nature in all her work while

highlighting sociological themes. While the design she will choose to paint on the window will be revealed during the Aug. 12 event, the charity she is choosing to have Tundraland donate to is the [Maasai Center for regenerative pastoralism](#). The aim of this organization is to help the Maasai people become more resilient by addressing the causes of drought in their region and looking for ways to protect the Maasai culture in a changing world.

“I chose the Maasai Center for regenerative pastoralism as my charity to sponsor with my art because I met the leader of this organization while I was studying for a Permaculture Design Certification,” explained Schmidt. “The leader of this organization believes in empowering the local women, many of whom are incredible artists and craftspeople as well as homemakers. He is educating them on how to efficiently grow and produce their own foods as well as giving them a space to gather and teach each other their own trades. I want to help further this work and assist in providing additional funds for this community, and I am honored Tundraland is willing to assist in this endeavor.”

Schmidt will be painting the window live during the [Exhibitour Wausau Art + Wine Walk](#) event on August 12.

To learn more about Tundraland or to request a free consultation, call 866-274-2695 or visit [tundraland.com](#).

Photos below.



Photo of Aubrey Schmidt and the leader of Maasai Center for regenerative pastoralism, Dalmas. Photo courtesy of Aubrey Schmidt.



Photo of Aubrey Schmidt's previous artwork. Photo courtesy of Aubrey Schmidt.



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