

“SwitHeart: The Watercolour Artistry & Animal Activism of Loretta Swit” *Paintings by Loretta Swit of M*A*S*H fame chronicled in new book.* SwitHeart.com

Ultimate Symbol proudly announces the publication of *SwitHeart: The Watercolour Artistry & Animal Activism of Loretta Swit* by Mies Hora, with the full support and participation of award-winning actress and activist, Ms. Loretta Swit.

‘SwitHeart’ chronicles the artwork of TV icon Loretta Swit, a true champion of the animal kingdom. Watercolorist, award-winning animal activist and actress, Ms. Swit is renowned for her starring role on TV’s most honored series, M*A*S*H, for which she won two EMMY’s and worldwide acclaim.

WHAT COLLEAGUES ARE SAYING:

“How wonderful that Loretta can use her talent to do so much good.”

– **Angela Lansbury**

“Her pictures are created as much with her compassion and dedication as they are with her talent and artful vision.”

– **Alan Alda**

“Lorette’s paintings touch us... the joy of the intimacy, the touch of fur, feather, warm breath, the awe she must feel at creating something so simple yet so unimaginably, breathtakingly complex.”

– **Mike Farrell**

“It’s clear she has given her passion to the animals and to the arts. She makes me proud. But I still covet this woman... must be her animal magnetism.”

– **Ed Asner**

Ms. Swit has devoted decades to animal-related causes and is a tireless advocate for animals and animal rights. In September, she was awarded the *2016 Global Wildlife Conservation Champion Award* by the GES Africa Conservation Fund for her support of animal conservation efforts, kindness, compassion and generosity. This December Ms. Swit will accept *The Betty White Award* from **Actors and Others for Animals**, their highest honor, “for all she has done to protect and care for animals”.

What many fans may not know about the multi-talented thespian is that Ms. Swit has been an artist from age six. ‘**SwitHeart**’ (\$49.95 / Hardcover / Jan 1, 2017) documents her animal portraits along with descriptive anecdotes about each and her extensive philanthropic work. Ms. Swit said, “**I’m thrilled to see my passion for animals and my passion for art merge in a book that will help benefit and protect the animals on our planet.**”

SwitHeart includes 65 full-color paintings and drawings. Proceeds from the book will be donated to charities and programs that are as dedicated, as Ms. Swit is, to ending animal suffering and cruelty.

Loretta Swit and Mies Hora are available for interviews.

About the Book:

SwitHeart: The Watercolour Artistry & Animal Activism of Loretta Swit By Mies Hora

Published by Ultimate Symbol / Publication Date: Jan, 2017

Hardcover Price: \$49.95 / Pages: 128

ISBN’s - hardback 978-0-9769513-9-1