

## **A Sneaker Collaboration Between Hip Hop Artist & Local Arts Organization**

*The nonprofit organization based out in New York City has partnered with a Hip Hop Queen that could have easily been one of their own to release a limited edition Adidas sneaker release.*

May 9, 2024, New York, NY - Tough Times Honey a small non profit based out in Long Island City that connects with SUNY and CUNY students in the art field has worked with Ice Spice to collaborate on an Adidas exclusive. Ice Spice, a former SUNY Purchase College student, could have easily been one of the team at this arthouse store. An advocate of the arts, and just in time for Pride 2024.

The students, directly involved in the collaboration, were Clarissa Garcia, and Danny Huynh, both from SUNY Fashion Institute of Technology. Garcia noted, "I was able to dream big with help from the Adidas Team!". Huynh adding, "We spent several nights getting to work directly with them and with Ice Spice. All of us motivated by how the proceeds could support our small organization, its staff and those of us who fight and support the LGBT+ community."

The product release is scheduled for this afternoon, with fifteen artists at the ready to show you their current works, latest ideas, and of course this new release that is sure to have the internet abuzz with their old school tactic of focusing on the patron that walks through their doors.

### **About Tough Times Honey**

At Tough Times Honey, our mission is to help fund the arts by providing opportunities for artists to showcase their work. Our focus is on supporting art students, up-and-coming artists, visual artist, and art colleges in New York by creating a platform for their talents to flourish. As an art-focused skateboard shop, we will aim to foster creativity and empower artists, of all kind, by merging the various worlds of art and skateboarding.

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# **TOUGH TIMES HONEY**