

All profits earned by Asher Jay from the sale of these tags will go toward funding her vision for the Last Exhale project, a multimedia journey started by Jay in late 2012. The undertaking relies on extraordinary creative collaborations with concerned citizens and talents, as well as an introspective dialogue expressed by Jay. In an effort to understand what it means to breathe one's last and what is encompassed and united by a single breath, Jay has commenced several projects simultaneously, all of which explore the value of life by grieving loss. Instead of emphasizing positive space and focusing on what remains, this project deliberates absence, and the negative space impressed by extinctions upon the tapestry of life supported by our blue marble. The project will culminate in numerous end products including but not limited to books, gallery shows, films, talks and museum exhibits, all to raise awareness and serve as a platform for call to action about the ongoing loss of biodiversity during the Anthropocene.