If you haven’t already heard of the giant Jeff Koons ballerina art installation in NYC’s Rockefeller Center, you have now.

Unless you’re living under a rock (not a rock in Rock Center, though), you’ve probably seen news of the giant Jeff Koons ballerina art installation that’s currently towering over the thousands of daily visitors to Rockefeller Center in Midtown NYC. Sure, it's gorgeous, and Jeff Koons is a celebrated and well-known artist, but it’s not just about making people get the warm and fuzzies about the art scene, dance, and an iconic New York location — it's actually raising awareness for a very serious cause.
Jeff Koons partnered with Kiehl’s and the International Centre for Missing and Exploited Children (ICMEC) to create this major piece of art, but also limited edition Kiehl’s x Jeff Koons collectable tins for the Midnight Recovery Collection, which will donate 100% of net profits from sales this month to ICMEC.

According to a release from the brand about the Jeff Koons ballerina:

“Kiehl’s will donate 100% of the net profits from the sales of any product in the Midnight Recovery Collection, up to $100,000, to benefit ICMEC. Any customer who purchases any item in the range will be able to take home their own work of art from one of the foremost internationally recognized American contemporary artists.”

“We’re thrilled to continue what’s become a Kiehl’s tradition of partnering with Jeff Koons,” says Chris Salgardo, President, Kiehl’s USA of the installation co-presented by the Art Protection Fund. “With more than 465,000 reports of missing children last year in the United States alone, it’s gratifying to know that via this fourth partnership with Koons and the International Centre for Missing & Exploited Children, we are able to make a difference in the lives of our children.”