

HOCKEY MURAL CELEBRATES OUR HISTORY AND PASSION FOR THE GAME

“Power Play”

MEDIA RELEASE

For Immediate Release – October 4, 2011

Winnipeg, MB – The **West End BIZ** is proud to reveal its latest mural, a powerful depiction of Winnipeg’s passion and achievements in hockey. The piece follows a timeline from childhood days of practices and dreams of making it all the way to the stars, through historic memories and trophies, then finally to the return of the NHL to the city of Winnipeg.

Painted by artists **Mandy van Leeuwen and Michel St. Hilaire**, this large-scale public art piece will be revealed **on the east wall of 338 Furby Street (at Portage) on October 5th at 10:30 AM. The media and public are invited to attend.**

This location is directly across the street from where the “Winnipeg Falcons” mural, painted by the same artists, was once displayed. The building that hosted the Falcons mural was demolished to make way for the University of Winnipeg’s recent expansion into the West End. The Falcons team, founded in Winnipeg’s West End in 1911, consisted of players of Icelandic descent. They honed their hockey skills in backyard rinks, just as our youth of today continue to do. A number of the players fought for Canada during the First World War. After the players returned home, the team earned the privilege of representing Canada at the Olympics in 1920 by winning the Allan Cup. They went on to win the first Olympic gold medal in hockey.

West End BIZ Executive Director, Gloria Cardwell-Hoepfner, says, “Hockey is dear to the hearts of our City and Province. We received many calls from the public about the loss of the Falcons mural. Rather than just recreate the original, we wanted to show the evolution and history of the game here, and where the passion for it took us in a new piece of art. The more you look at this mural, the more detail and representation you see. The finished product is absolutely stunning and a must see for hockey fans.”

Sincere thanks and appreciation to sponsors and supporters **Take Pride Winnipeg!, The Winnipeg Foundation, Sigurdson Financial** and **North American Lumber** for their partnership, allowing us to create this stunning commemorative mural.

“Power Play is sure to evoke interest throughout the city and quickly become a Winnipeg favourite,” says Tom Ethans of Take Pride Winnipeg!

The **West End BIZ** mural program is internationally recognized and award-winning. The **International Downtown Association** presented the West End BIZ with the **“Award of Distinction”** and **WHERE Magazine** named the West End murals and tours as one of **Canada’s Top Ten Attractions.**

The **West End Business Improvement Zone (West End BIZ)** is a non-profit organization committed to working with area business and stakeholders to enhance and promote Winnipeg’s West End.

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For further information or to arrange interviews or photo opportunities, please call **Gloria Cardwell-Hoepfner, Executive Director, West End BIZ** at 954-7900 or 290-9378 (290-WEST).