

MEDIA RELEASE

For Immediate Release – Monday September 21, 2015

Winnipeg, MB – The West End’s BIZ unveiled another incredible mural. The latest addition to our outdoor gallery, “**Community in Bloom**” was created for us by **student artist Danielle Trudeau**, her third mural for the BIZ this summer. It is on display at **606 Ellice Avenue** and we extend our thanks to **Ellice Dental** for wall hosting.

National flowers of many countries make up the mural and the Canadian Maple Leaf nestles amongst them. A tranquil pond is at the center and features a lotus blossom, the only aquatic flower and the national flower of several countries. Many flowers have meaning but the lotus flower is different between some cultures. It is featured as a water lily in the centre of the artwork only to indicate uniqueness and harmony.

West End BIZ Executive Director, **Gloria Cardwell-Hoepfner** adds. “**The mural adds a wonderful splash of color and the beauty of nature to the streetscape on Ellice Avenue. Showcasing national flowers is another way to highlight the diversity of our wonderful community**”.



The West End BIZ Mural Program is award-winning and internationally recognized, having won the prestigious **International Downtown Association’s “Award of Distinction.”** **WHERE Magazine** also named the West End BIZ Mural Tours as **one of Canada’s Top Ten Attractions.** 81 murals have been created in the West End neighbourhoods by the West End BIZ.

The West End Business Improvement Zone (West End BIZ) is a non-profit organization committed to working with area businesses 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 of the West End BIZ at (204) 954-7900 or mobile (204) 290-9378 (WEST)