



## ***New Mural to Thrive in West End!***

### **MEDIA ADVISORY**

**For Immediate Release – Thursday July 6, 2017**

**Winnipeg, MB – On Tuesday July 11<sup>th</sup>, at 10:00 AM the West End’s BIZ will be unveiling the latest addition to our outdoor gallery, “Woven Together”. The mural is located at 555 Spence Street, on the south wall of THRIVE Thrift Shop (corner of Sargent and Spence). The public and media are invited to attend.**

The mural was created for us by student artists Annie Beach and Brianna Wentz and assisted by local children and youth. This mural project is part of our award winning **Mural Mentorship** program which sees University art students working with and teaching children and youth basic art skills to create public art for their community. Instead of a blank wall facing a parking lot, residents and businesses are excited to have creative educational public art now adding color and interest to the corner. Many of the children will be on hand for the big reveal, eager to see the completed project they worked on.

**West End BIZ Executive Director, Gloria Cardwell-Hoepfner** states, “There are stories to be told with every mural and we love what is being shared with this one! Our outdoor mural gallery helps us draw visitors to the West End, introducing them to our area and sharing Winnipeg’s history and the amazing contributions of its peoples. The location will become part of the regular West End BIZ tour route.”

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 in 2009 as **one of Canada’s Top Ten Attractions.** Over 90 murals have been created in the West End neighborhoods by the West End BIZ.

This is the first of two new murals to be introduced this summer by Annie and Brianna for the West End BIZ. The next mural, sponsored by Canada 150, is currently underway and will be revealed on August 22<sup>nd</sup> The West End BIZ extends our sincere appreciation to our partners in this project: **Employment Social Development Canada, Thrive Thrift Shop, and Take Pride Winnipeg,**

**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.

- 30 -

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**