

WEST ENDS NEWEST MURAL CELEBRATES MUSIC OF THE WORLD

MEDIA RELEASE

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Winnipeg, MB – On Thursday August 13, at 10:00 am the West End’s BIZ will be unveiling this year’s Mural Mentorship mural. The latest addition to our outdoor gallery, “A World of Music” is located at 551 Sargent, corner of Sargent and McMicken. Over 60 local children of various ages helped this year’s Mural Mentor with the project and will be in attendance at the official reveal. The public and the media are invited to attend.

The **West End BIZ’s unique Mural Mentorship program** sees a University level Fine Arts student create a mural design and serve as Mentor to a local youth. Over the summer, youth participants aged 8-17, are taught basic painting skills and art techniques while creating a large-scale public art piece. The youth also learn valuable planning skills, how to work as a team and how a mural can positively impact a community. They take away wonderful memories of their experience and a new appreciation for art. This experience can have a life-long positive impact for participants, especially at risk youth. Our mentor **Danielle Trudeau** will be available to speak about the concept behind the mural and her experiences working alongside the youth participants.

The location was the site of a building that had to be demolished which left behind an unappealing empty gravel lot. With a replacement building unlikely for some time, something needed to be done to improve the image at that corner in the interim. The opportunity to use a panel wall as a mural was perfect. The site allowed for lots of space for the children to work and great visibility for the finished art piece. Property owner **Sal Infantino of X-Cues Café** was thrilled to host the mural and provided the panels and carpentry requirements. **“This is an awesome way to showcase the different musical instruments used by our many cultures and a perfect fit for the West End”** says Sal. **“I really appreciate the difference it makes in the image of that corner.”**

West End BIZ Executive Director, Gloria Cardwell-Hoepfner adds. “The children were so proud to help transform this empty lot into something colourful and interesting. Their names are incorporated into the design as musical notes, which they thought was really fun! The mural can be enjoyed whether you are walking, cycling or driving by and really helped turn a negative situation into a more positive one”.

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. Over 70 murals have been created in the neighbourhood by the West End BIZ. Another mural planned for release this summer and two very special murals for next year. Our thanks to ESDC for their support of the mentor program

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 (204) 290-9378 (WEST)

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