



Newest West End Mural Remembers Early Industry

MEDIA RELEASE

For Immediate Release – Thursday October 27, 2016

Winnipeg, MB –the **West End's BIZ** unveiled this latest addition to our outdoor gallery created for us by local artist **Dave Carty** and assisted by artist Tom Andrich. The mural is located at **812 Wall Street**, at the corner of St Matthews and Wall in the heart of the West End industrial corridor. The wall host is **Auto Parts Central** and we extend our sincere gratitude for the donation of space and support.

Winnipeg's early industry and manufacturing supplied much of Western Canada and today, that industry is well known globally. The early industrial days of Winnipeg helped create the broad economic base we know today. This mural, through its depictions, recognizes and celebrates that history and its significant role in our present and future.



West End BIZ Executive Director Gloria Cardwell-Hoeppner says *“There is a great story to be told with every mural and this latest addition has so many. It was impossible to include every early building, business or industry in the area. There was so many and just not enough space! This mural is sure to be popular on our mural tours however and that’s where we can elaborate and build in those other stories”*

Artist David Carty adds *“The story of Winnipeg continues to reveal itself through it's illustrious history. A history that began thousands of years ago and continues today in it's people, technology and economy.”*

Freed & Freed (1923) Int'l produced all the sports-ware for Canadas athletes participating in the 2014 Sochi Olympics. Monach Ware’s “Tee-Kay” brand was a hit in the pop music world of the 60’s & 70’s. Crown Cap (1934) and MWG (1948) both serve the international community in a variety of garments including hats, accessories, gloves, and handbags. The early off-set press featured represents some of Winnipeg’s original West End printers; Hignell Printing and Standard Machine Works (1911) a millwright / machine shop for rail and aerospace industries.

581 Portage Avenue, Winnipeg, MB R3B 2G2
 PH: 954-7900 FAX: 772-8604 e-mail: gloria@westendbiz.ca Website: www.westendbiz.ca

“Freyja” was Canada’s first women’s suffrage publication produced by early women’s rights advocate Margaret Benedictsson who was of Icelandic descent and lived for a period in the West End.

Monarch Industry (1934) was a manufacturer of pumps and the Christie Biscuits building (1932) still on Notre Dame Avenue, supplied Canadas Western provinces with cookies and biscuits. Christies is now known as Nabisco, a household name.

At one time, Canada Safeway (1929) had its Canadian head office on Pacific Avenue. There are a number of the early Safeway store facades still found though-out Winnipeg today. Canada Bread (1911) although part of the Weston Bakery company out of Toronto, had a large bread producing facility in the West End on Burnell Street. The last loaves left the building in 1998 and its fate, although hopeful, as yet undetermined.

The Minto Armory is home to Royal Winnipeg Rifles. Illustrated in the mural is the Juno Beach landing from WW2. A memorial stone commemorates Canadas first Royal Canadian Legion #1 which was situated on Sargent Avenue but recently ceased operations and sold the building.

The Arlington Bridge, along with the “Countess of Dufferin” depicts represents Winnipeg’s storied railroad history. The Countess was Western Canadas first locomotive. Just below an image of a modest street car, at one time numerous in the city and popular as transportation.

The Ford Assembly Plant building (1915) at Portage and Wall supplied much of western Canada with automobiles, especially the model T of which it was said to produce up to 150 per day. The plant closed in 1941 and today is known as the Robert Fletcher building.

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 neighbourhoods by the West End BIZ.

Artist David Carty graduated from the Nova Scotia College of Art and Design with a degree in Fine Arts. He studied under the supervision of Nicolas J. Sokcevic, the chief illustrator for NASA during the Apollo program. David has painted numerous large outdoor murals across the country and has been featured in a number of national magazines. Many of these murals have cultural and historical significance requiring in-depth research for accuracy. He has found the research to be as challenging as the art process itself. David also works as a scenic artist in film and television and teaches art for both adults and children

This is the third of three new murals by various artists, introduced this summer by the West End BIZ.

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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.

For further information or to arrange interviews or photo opportunities, please call **Gloria Cardwell-Hoepner, Executive Director of the West End BIZ** at (204) 954-7900 or **mobile (204) 290-9378**

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Think you know the West End? Look again! Tour our award winning murals. Experience our Culture, Cuisine, Community & Commerce. Winnipeg's West End - All we need is you.

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