

MEDIA RELEASE

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Call to Artists to Submit Designs for Old Falls Street, USA's 2017 Mural in Celebration of City's 125th Birthday



Niagara Falls, NY (March 13, 2017) – Calling all area artists, Old Falls Street, USA is looking for local artists who are interested in painting a three-panel mural in celebration of the 125th Birthday of the City of Niagara Falls, NY. The mural, consisting of three 8-foot-wide by 4-feet-high wooden panels, will be a highlight on Old Falls Street's Middle Block among its free Interactive Games and other activities, throughout the summer of 2017. Deadline for submissions is April 3, 2017. Submissions should be made to FallsStreet@gmail.com.

Old Falls Street, USA's management will decide on the final design and contact the artist to arrange painting and payment. The chosen artist will be compensated \$500 for their work and given a \$100 stipend toward supplies.

Interested artists should submit the following, by email, in order to be considered:

- Name
- Address
- Phone Number
- Email Address
- Colored Drawing of Mural Design. Design MUST incorporate the theme of Niagara Falls, NY – 125th Birthday
- Specific List of Paint Colors, Types of Paints and Supplies with Costs

“Old Falls Street featured a welcome mural on its Middle Block for the very first time last summer,” said Katie Kielaszek, Old Falls Street, USA's director of events. “It was always our intention to have a different artist redesign this mural using a different theme each summer. Since we are celebrating the city's 125th Birthday this year, we felt this theme was a perfect fit for our mural, while providing a colorful backdrop for photos and other activities we host on our Middle Block.”

Serving as the Niagara Falls “Community Welcome Center,” Old Falls Street is managed by Spectra Venue Management. The dynamic thoroughfare attracts a variety of residents and out-of-town visitors while providing exciting spaces for daily Interactive Games, the Flicks on Old Falls free outdoor movie series, a Friday evening concert series and Free Family Fun activities on Saturday afternoons during the summer, as well as a host of other special events and activities throughout the year.

For more information on the Old Falls Street mural, contact FallsStreet@gmail.com or (716) 278-2118. Additional information can be found on FallsStreet.com or by following Old Falls Street, USA on Facebook, Twitter or Instagram.

*About **OLD FALLS STREET, USA**: Old Falls Street, USA, managed by Spectra by Comcast Spectacor, is a historic three-block destination that conveniently connects the entrance of Niagara Falls State Park with the Conference & Event Center, the Seneca Niagara Resort & Casino and other Downtown Niagara Falls, NY attractions. Serving as the “Welcome Center” for residents and visitors alike, the dynamic thoroughfare provides spaces for seasonal daily vending and free interactive games, special activities including concerts, festivals and holiday activities. Additional information can be found at www.FallsStreet.com.*

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