



Mayor Mark Mallory

City of Cincinnati

801 Plum Street, Room 150, Cincinnati, Ohio 45202

Date: March 12, 2007

Contact: Jason Barron, 513-352-5356 or 614-554-5952 (cell)

Mayor Mallory Announces MuralWorks Program to focus on youth employment to beautify neighborhoods

Oakley – Mayor Mark Mallory this morning announced the details of the new youth artist mural program that he introduced in his State of the City address. MuralWorks will employ Cincinnati youth to create 6 murals in various neighborhoods all over the city. The project has been developed in partnership with ArtWorks and is presented by UBS/Gradison, Procter and Gamble, and others. The Mayor made the announcement in Oakley outside the Blue Manatee Children's Bookstore in front of a mural that ArtWorks created last year.

"MuralWorks will benefit the community in so many ways. Public art has the ability to transform and energize an entire neighborhood," Mayor Mark Mallory said. "We are going to put young people to work and teach them a trade at the same time. The program will leave a positive impact on our city for years to come."

The goal of MuralWorks is to transform neighborhoods by creating inspirational works of public art that will have a lasting community impact. In the first year, the program will create 6 murals in 6 different neighborhoods. MuralWorks will hire approximately 80 youth between the ages of 14 and 19 to paint the murals and learn firsthand about a career as a professional artist. The youth apprentices will be trained by professional artists hired to direct the mural projects. The youth will be actively involved in every aspect of the creation of each mural. The project will be overseen by a steering committee with ArtWorks managing the program.

"Murals will improve the quality of life in Cincinnati and enhance civic and neighborhood pride," said Tamara Harkavy, Executive Director of ArtWorks. "We are so excited to be planning a citywide mural program that will not only create jobs for teens, but make Cincinnati a more vibrant place to live."

An application process has been created so that all Cincinnati neighborhoods can apply to have one of the murals created in their community. Interested neighborhoods and youth should contact ArtWorks at 333-0388 or apply online at www.artworkscincinnati.org. The steering committee will review the applications and select the neighborhoods that will receive the first round of murals. Once the neighborhoods are selected the steering committee will engage the community in the mural design and approval process to ensure that the murals represent the spirit of the community.

In the City Budget, Mayor Mallory included \$120,000 in city funding for the youth artist mural program as part of his commitment to youth employment. That public funding allowed ArtWorks to leverage over \$400,000 in private grants from UBS/Gradison, Procter and Gamble, and other corporations and organizations.

"This exciting partnership between UBS, ArtWorks and the City of Cincinnati, will have an immense impact on teen participants, artistic teaching staff, individual communities and the city at large; we are proud to be a presenting sponsor," said Karon Mazzaro, Branch Manager of the Cincinnati UBS/Gradison.

The long term goal is to create a sustainable mural program that will create murals in every Cincinnati neighborhood over the next several years.

###