



FOR IMMEDIATE RELEASE

Town of Pineville Awarded \$10,000 Grant to Fund Collaborative Community Mural Project "Community Paint Days" to Begin this Sunday

PINEVILLE, NC (December 5, 2024) — The Town of Pineville is thrilled to announce it has been awarded a \$10,000 grant from Electricities to fund a transformative community mural project aimed at revitalizing downtown Pineville and fostering unity among its residents. This project, which will be brought to life through a series of "Community Paint Days," will engage local residents in the creation of a large-scale mural that celebrates the town's history, culture, and diversity.

The first Community Paint Day will take place **this Sunday, December 8, 2024, from 12:00 PM to 4:00 PM** at the designated mural site in downtown Pineville, 330 Main Street, Pineville NC 28134. All attendees must sign up for a slot and complete a waiver, which can be found on the Town of Pineville's website under "News & Events." Additional paint days will follow in the coming weeks, with dates to be announced shortly.

The mural project, designed to enhance downtown Pineville and promote community engagement, is a collaboration between the Town's newly hired Community Relations and Communications Specialist, Riley George, and local muralist, Russ Petty. Known for his work in creating collaborative art experiences, Petty will design the mural's outlines, while residents of all backgrounds and ages will have the opportunity to help paint the mural and contribute their ideas to the artwork. The mural will feature the phrase "Welcome to Pineville," with each letter filled with hand-painted historical artifacts, images, and personal contributions from Pineville residents.

This mural aims to bridge the gap between Pineville's long-time residents and newcomers, fostering a sense of unity and pride among the town's 10,000 residents. By inviting the community to paint alongside Russ Petty, the project will create a shared sense of ownership and pride in the final artwork.

In addition to fostering community engagement, the mural is expected to drive economic growth by attracting more visitors and increasing foot traffic to Pineville's downtown area. Studies have shown that businesses in areas with murals experience up to a 42% increase in recognition and foot traffic, and this project will help highlight the many women-owned and minority-owned businesses in the area.

The Town of Pineville invites residents, business owners, and visitors to get involved in the project and be a part of this exciting community effort. The mural is poised to become a dynamic landmark in downtown Pineville, creating a vibrant and welcoming space for everyone.

First Community Paint Day

Date: Sunday, December 10, 2024

Time: 12:00 PM – 4:00 PM

Location: 330 Main Street, Pineville NC 28134

Waiver and Sign-Up: Required for participation. Visit the Town of Pineville website for more details.

www.PinevilleNC.gov

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