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## **The Riverline and BCAT to Unveil New Mural Near Future Moore Street Gateway**

The Riverline is thrilled to unveil a new mural on the building at 44 Moore Street, next to the future home of The Riverline. The mural was created by members of the Youth Mural Club at Buffalo Center for Art & Technology (BCAT), who were chosen from among three finalists of The Riverline's Community Arts Project by an Arts Advisory Committee. BCAT and their students received a \$10,000 stipend to cover the costs associated with the work.

**When: Friday, October 6, 5:00-7:00 p.m.**

There will be a press event from [5:15-5:45](#) featuring remarks by Senator Tim Kennedy, BCAT's Gina Burkhardt, BCAT's Youth Mural Club, and Councilmember Mitch Nowakowski.

**Where:** 44 Moore Street, Buffalo (Note: Moore Street will be closed for the event; guests should park on Miami or Ohio Streets).

**What:** Following the press event and mural unveiling, BCAT will host a special celebration for the community with food, games, and crafts.

**Who should attend:** Residents and families, but also reporters from local news outlets.

This event is free and open to the public, with activities for people of all ages; everyone is encouraged to attend.

### **What is the Community Arts Program?**

The goal of the Community Arts Program is to foster interaction between The Riverline communities by sharing stories and memories of people and places, highlighting the diversity of cultures and the rich history in the communities while providing meaningful opportunities for residents to tell their stories and express themselves through art. The program is funded by the General Mills Hometown Grants Fund and Buffalo Common Council Member Mitch Nowakowski.

As part of the Community Arts Program, The Riverline formed an Arts Advisory Committee\* and issued a call for Expressions of Interest in May. Three finalists, chosen by the committee, were then asked to submit a more detailed proposal of how they would run the community-based project and the piece of art that would be created. At a public event in July at Undergrounds Coffee, each finalist displayed their proposals and The Riverline communities had the opportunity to interact with the finalists and choose their top preferences. Each finalist received a \$1,000 stipend to cover the cost of completing their detailed proposal.

### Quotes:

“I am proud to support this project with the Western New York Land Conservancy and The Riverline’s Community Arts Project,” said Councilmember Mitch Nowakowski. “All three finalists produced amazing ideas, and I know the winner’s mural will add a unique, attractive public art element to The Riverline project in the Old First Ward.”

“General Mills is a proud partner of The Riverline and the Community Arts Program,” said Andy Malin, Plant Manager, General Mills. “Seeing a piece of the community’s vision for The Riverline come to life in this mural is exciting. General Mills is honored to invest in Buffalo and The Riverline communities, which are in the heart of where we work, live, and play.”

“The completion of the mural marks the end of a months-long community-driven process to make public art a key feature of The Riverline,” said The Riverline Director, Jeff Lebsack. “But it marks the *beginning* of future community arts programs to add even more art along The Riverline corridor. Thanks to Councilmember Nowakowski and General Mills for funding the program and to our Advisory Committee for creating the process to make it happen.”

\*The Arts Advisory Committee consisted of Ashley Amplement, VP of Operations at K Art Gallery; Emma Brittain-Hardy, artist and teacher at Locust Street Art, Old First Ward resident; Sara Heidinger, Owner of Undergrounds Coffee House, artist, Old First Ward resident; Danielle Saeva, artist and Program Coordinator at Locust Street Art; Dean Seneca, CEO and Founder of Seneca Scientific Solutions+, Adjunct Instructor of Public Health at UB and University of Rochester, former Old First Ward resident; and XIII, freelance creator and multidisciplinary artist.

**The Western New York Land Conservancy** is developing The Riverline based on a vision created by the community. The Riverline will transform the elevated former DL&W rail corridor along the Buffalo River into a string of vibrant and engaging experiences in nature that everyone can enjoy—right in the city, only minutes from downtown. It will be an inspiring gathering place that connects people to water, nature, and one another. It will prioritize native plants and animals, public art, and community; it will inspire curiosity, connections and exploration; and it will help build a healthy, inclusive, and opportunity-rich city with vibrancy in every neighborhood.

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