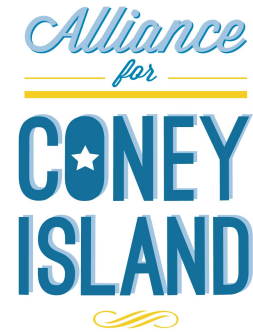


Alliance for Coney Island  
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For Immediate Release:

**CONEY ISLAND SEEKS NEW YORK ARTISTS TO BEAUTIFY STOREFRONT GATES  
THROUGHOUT THE AMUSEMENT DISTRICT AND MERMAID AVENUE COMMERCIAL CORRIDOR**

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**Coney Island, March 9, 2021** – The Alliance for Coney Island is holding an open call inviting local and regional artists throughout NYC to submit proposals to paint large-scale murals for the “The Coney Island for Everyone Mural Project”. This second round of beautification for the historic community comes on the heels of news that the amusement attractions can reopen for the first time since 2019. The project, which is funded by a grant received from the New York City Department of Small Business Services through the Neighborhood 360 Program will include a variety of gates throughout the Coney Island Amusement District and Mermaid Avenue commercial corridor for a total of 15 spots varying in size. The objective of the mural project is to liven up the urban landscape of the community with art that commemorates the unique history and culture of this iconic location that is visited by over 7 million people annually and home to 50,000 residents. Artists are welcome to use historic imagery of Coney Island, aquatic themes, colorful concepts, and artwork suggested by the businesses as inspiration for their proposals.

“As our business community shifts into recovery mode and the Amusement District prepares to reopen, we are ecstatic to be able to bring public arts to our streets and creativity to our business storefronts both on Surf Avenue & the Boardwalk along with Mermaid Avenue. We are particularly grateful to NYC Small Business Services for the funding to make this possible and expand the mural concept. We can’t wait to see what artists propose!” said **Alexandra Silversmith, Executive Director of the Alliance for Coney Island.**

Artists interested in applying should visit [www.allianceforconeyisland.org/murals](http://www.allianceforconeyisland.org/murals) and submit their proposal including the location(s) they are interested in no later than **Wednesday, March 31, 2021, at 11:59 PM**. All submissions must also include examples of relevant prior work which will be reviewed by a selection committee. Preference will be given to proposals that contain original concepts and imagery. The selected artwork will be installed during the spring season and muralists will be paid upon completion of their work.



# CONEY ISLAND FOR EVERYONE MURAL OPEN CALL

We are excited to announce Phase II of our storefront gate mural open call.

If you are an artist, we want to see your most creative designs! Visit the link below to learn more about the specific project locations in Coney Island.

**SUBMISSIONS ARE DUE BY  
MARCH 31, 2021 AT 11:59PM**

**[WWW.ALLIANCEFORCONEYISLAND.ORG/MURALS](http://WWW.ALLIANCEFORCONEYISLAND.ORG/MURALS)**

Any questions? Email  
[info@allianceforconeyisland.org](mailto:info@allianceforconeyisland.org)



**Coney Island Fun Guide**

To plan a trip to Coney Island and stay up-to-date on all happenings, make sure to visit [ConeyIslandFunGuide.com](http://ConeyIslandFunGuide.com) and sign up for our weekly newsletter. Follow us on Facebook, Instagram, and Twitter [@ConeyIslandFun](https://twitter.com/ConeyIslandFun)

**Alliance for Coney Island**

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President, and New York City Economic Development Corporation. More info at [www.AllianceforConeyIsland.org](http://www.AllianceforConeyIsland.org).

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