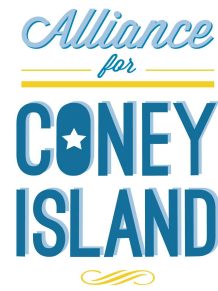


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For Immediate Release:

ALLIANCE FOR CONEY ISLAND ANNOUNCES “CONEY ISLAND FOR EVERYONE” MURAL INITIATIVE WITH 13 NEW MURALS IN THE AMUSEMENT DISTRICT AND ALONG MERMAID AVENUE

Coney Island, August 18, 2021 – The Alliance for Coney Island is proud to unveil 13 new storefront gate murals as part of Phase 2 of its mural initiative. Spanning both the Amusement District and Mermaid Avenue Commercial corridor, the latest mural project, **Coney Island for Everyone**, not only helps beautify the neighborhood and create a public art gallery, but also reminds residents and visitors that Coney Island is a community with a diverse selection of businesses.

This project features 12 artists, Caitlin Sowers, Danielle Mastrion, Erin Mathewson, Julia Cocuzza, Majo San, Megan Watters, Nataliia Omelchenko, Natasha May Platt, Rachel Rankin, Subway Doodle, and Toofly. With scenes varying from aquatic themed, NYC/Coney Island, to varied aspects of the businesses themselves, each mural adds new vibrancy to the neighborhood, a positive addition to Coney Island in the wake of the pandemic. The murals can be found at the following locations:

- Along the Riegelmann Boardwalk & Surf Avenue:
 - Nathan’s Famous
 - Brooklyn Beach Shop
 - Eldorado Bumper Cars
- Gates along W. 12th Street:
 - Coney Island History Project
 - Deno’s Wonder Wheel Amusement Park
- Mermaid Avenue:
 - Chow Time
 - Timbuktu Hair Care
 - Juice & Tacos
 - Mermaid Prime Meats
 - Citywide Income Tax & Accounting
 - C&T Nail Salon
 - Mane Attraction
 - T&M Nails Salon

The “Coney Island for Everyone Mural Project” builds upon last year’s “The People’s Playground Mural Project” and brings even more color and vibrancy to Coney Island while showing that the neighborhood stands strong, and continues to be a historic and iconic community intrinsic to New York City. Funding for this project was provided by the New York City Department of Small Business Services’ Neighborhood 360 Grant Program.

“For years I have dreamed of bringing murals and public art to the storefront gates of Coney Island and am so appreciative of the Small Business Services for the funding to make this a reality. The creative visions from the artists creates a vibrant public art gallery for the off season or at night when businesses are closed. We are excited to have featured these local artists and hope New Yorkers will come see the pieces for themselves!” said **Alexandra Silversmith, Executive Director of the Alliance for Coney Island**.

“Coney Island is one of New York City’s treasured gems with an exhilarating amusement park and diverse commercial corridor,” said **Jonnel Doris, Commissioner of the NYC Department of Small Business Services**. “We are thrilled that the Alliance for Coney Island, our Neighborhood 360 grantee, has worked to create a public art gallery that will attract visitors to this vibrant neighborhood and further support Coney Island’s small business and local eateries.”

As each of these gates will be opened or closed at various times weekly depending upon business hours. We encourage everyone to come down, walk our neighborhood, photograph these art pieces while enjoying all the shopping and recreation Coney Island has to offer!

For more information, pictures, and a map of the murals please visit:
www.allianceforconeyisland.org/murals



Muralist Subway Doodle at Nathan's Famous with Small Business Services Commissioner Jonnel Doris and Alliance for Coney Island Executive Director Alexandra Silversmith



Muralist Erin Mathewson at Deno's Wonder Wheel Amusement Park with Small Business Services Commissioner Jonnel Doris and Alliance for Coney Island Executive Director Alexandra Silversmith



Muralist Megan Watters at El Dorado Bumper Cars with Small Business Services Commissioner Jonnel Doris and Alliance for Coney Island Executive Director Alexandra Silversmith



Muralist Rachel Rankin at Chowtime with Small Business Services Commissioner Jonnel Doris and Alliance for Coney Island Executive Director Alexandra Silversmith



Muralist Nataliia Omelchenko at C&T Nail Salon with Small Business Services Commissioner Jonnel Doris and Alliance for Coney Island Executive Director Alexandra Silversmith



Some of the 12 muralists from the project

To plan a trip to Coney Island and stay up-to-date on all Coney happenings, make sure to visit **ConeyIslandFunGuide.com** and sign up for our weekly newsletter and follow us on Facebook, Twitter, and Instagram, **@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.

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