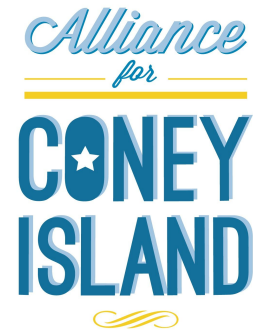


Alliance for Coney Island
1323 Surf Avenue
Brooklyn, NY 11224
AllianceForConeyIsland.org



Media Contact: Cindy Vourderis
Marketing, Events, and Public Relations Manager
Cindy@AllianceforConeyIsland.org
347-476-3384

For Immediate Release:

CONEY ISLAND ISSUES A CALL FOR MURALISTS TO BEAUTIFY STOREFRONT GATES

Coney Island, June 03, 2020 – The Alliance for Coney Island is inviting artists to submit proposals for the “The People’s Playground Mural Project” for various gates along the Surf/Stillwell Avenue Amusement District corridor for the 2020 summer season. The goal for this mural project is to adorn the gates of the amusement district with images that commemorate the history and culture of this iconic location and bring vibrant art to the streets of our community that is visited by over 7 million annually. Possible concepts include imagery of historic photos, cultural diversity, floral and aquatic themes, and artwork inspired by the businesses.

As the corridor is largely seasonal, this project aims to beautify the area and create a new visual element for visitors to experience and explore during the winter season and when stores have closed for the evening. With a storefront vacancy rate of 14% and facing a difficult recovery ahead after the COVID-19 Pandemic mandated closures, the Alliance aims to use art to boost visitorship and attract new businesses to the area.

Interested artists can respond to the Request for Proposal (RFP) at www.AllianceforConeyIsland.org/Murals and submit a draft of concept for their choice of gate, which includes a total of 5 locations, ranging in size from 7x10 ft. to 27x8 ft. All submissions must be received by **Friday, June 19th, 2020 at 11:59 pm** and a committee will choose the artists to paint the murals. Preference will be given to proposals that contain original concepts and imagery highlighting Coney Island’s history and/or personal connection to Coney Island. The selected artwork will be installed during the summer season and muralists will be paid upon completion of the mural.



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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