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#StayHomeSaveLives – COVID19 Spread Prevention Public Service Art Campaign Announced

What: Art on the Streets, with support from ArtsWave, the engine for the arts, is announcing a community-wide initiative in the form of a series of four art projects to prevent spread of COVID-19 by encouraging physical and social distancing. The art series reinforces the message that if we stay at home, we can save lives. The campaign art will include the message #StayHomeSaveLives.

Who: Projects are participatory and inclusive of all individuals using multiple art forms and will be led by four local artists. Artists will engage people throughout the region in sharing this critical message in their own neighborhoods and with their friends and family.

This art initiative is unique in that they will be done at home, but together.

These projects are special because they will be about staying home, *and* we will make them together from our homes. Neighborhood and community groups, including WordPlay, Seven Hills Neighborhood Houses, and Cincinnati Public Schools will be involved in reaching out to residents who will join in making the art and sharing the message.

Here are the four projects and artists involved in them:

1. Soul Palette artist **Brandon Hawkins**, a muralist who has worked with Elementz and ArtWorks, will create a new mural based on crowd-sourced inspiration about how people are moving their creative dreams forward while staying at home. The mural design will be shared as a coloring page and everyone can create window art for sharing the message to #StayHomeSaveLives.
2. LOOK, artists **Sidney Cherie Hilley** and **Anh Tran**, will create signage and art with residents of multiple neighborhoods. They will host a digital community

of poetry and performance - sharing the message widely:
#StayHomeSaveLives #StayInside.

- 3. Lindsay Nehls**, a local artist and muralist, is creating a coloring page for all ages to illustrate the things people are doing at home. We'll distribute the page for everyone to create their own window message about staying home to save lives.
- 4. Mary Clare Rietz**, a local artist with experience in community organizing, is partnering with **Shawn Braley** of Cincy Stories on a participatory project cultivating deep listening between pairs of people with different points of view on the current public health practice of staying home and physical distancing.

Why: Art on the Streets invited community residents and artists to come together to design a community response to COVID-19 because it's important for all of us to follow physical distancing requirements.

Residents who create the artwork will broadcast the message across their own neighborhoods, and in multiple networks and families.

"Most importantly, we want people to shift their mindset to 'This is life and death for all of us—there are no exceptions, not even for me, not even for this,'" said Margy Waller, Founder of Art on the Streets. Alecia Kintner, President & CEO of ArtsWave, added, "This project is a perfect example of the unique power of the arts – to bring us together as a community – even when we're physically apart."

When: The campaign is rolling out over the next ten days. Check Art on the Streets and ArtsWave Facebook pages for more details.

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About Art on the Streets:

Art on the Streets supports and encourages artists and arts organizations who create and perform in public places and those who work with residents to address community planning and equitable development goals. Art on the Streets is a project of Cincinnati Development Fund.

About ArtsWave:

ArtsWave, a nonprofit serving the Greater Cincinnati and Northern Kentucky Region, is the engine for the arts. Its roots stem back to the late 1920s when the Cincinnati Taft family provided initial investment matched by community support. In the late 1940s, it evolved to become the first united arts fund in the nation and in the mid-1970s, the first organization to initiate workplace giving for the arts. ArtsWave continues to innovate while leading, as illustrated by its No. 1 rank nationally in community arts fundraising; coordination of a sector-wide Blueprint for Collective Action; piloting of new technologies to maximize arts engagement; and development of resources for the arts.

Strong funding for the arts has allowed Cincinnati's arts and culture scene to become a national draw and regional asset, creating a wave of economic and community benefits. Each year, ArtsWave supports the work of over 100 arts organizations, school outreach programs, festivals, community centers, neighborhoods and various collaborations through impact-based grants.

ArtsWave is focused on helping the Cincinnati Region's arts sector weather the coronavirus crisis. The region's arts sector has an economic impact of more than \$300 million annually and includes more than 225 organizations throughout Cincinnati, Northern Kentucky and Southeastern Indiana that employ 10,000+ individuals as artists, performers and staff. The sector was hit at the onset of the coronavirus crisis, when venue and performance closures were announced in early March. ArtsWave has accelerated \$2.4 million in grant payments for 44 organizations which receive operating revenues, expanded its \$10,000 Working Capital Bridge Loans for eligible arts organizations, and on a limited basis, as funds are available, will provide Emergency Arts & Culture Organization grants. The public can help fund these efforts at artswave.org/give.