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VIBRANT WINDOWS IN THE 13TH STREET DISTRICT

The Arts & Culture Alliance and 13th Street District have partnered to bring vibrant window art to the District. The Alliance is thrilled to continue to celebrate and amplify the arts during these uncertain times by providing the community with hope and inspiration. Participating local artist, Kayla McGehee, said “it’s easy right now to feel disconnected. Projects like these remind you that you are a part of a greater whole”.

The Alliance is committed to providing opportunities to connect the community to arts and culture on a regular basis, in unique and creative ways. “We highly value partnerships with local organizations to support and promote the arts in our community. We believe we are stronger together and we are continuously in awe of the creative organizations and individuals we have in this community. Additionally, we are dedicated to supporting, engaging and amplifying our local artists”, stated Alliance Executive Director, Amber Danielson.

Businesses in the District have been connected with a local artist to create temporary window art displays. The artwork will be vibrant, inspirational and thank our essential workers during this time. The hope is to have the project completed over the next few weeks as our community starts the process of lifting restrictions and re-opening.

Lillie Mae owner Aimee Deimerly, who announced they will be opening a store front in the 13th Street District last month, said “she is so excited to be able to support our community, local artists and our healthcare heroes, especially those at the Iowa Veterans Home, during these unprecedented times. The paintings will be fun and cheerful. Even though our businesses are closed right now, we want to make sure people know we are thinking about them and we support them”.

Heidi Draisey, who leads the District’s Events Committee, said, “the 13th Street District is very pleased to be partnering with the Arts & Culture Alliance to pair local artists with participating businesses in the District to transform their store fronts into canvases of encouragement and jubilant art. The beauty of this project is that it is easily accessible by many and is meant for our community to enjoy safely, while bringing a smile to all who come through the district during the challenging times we are experiencing right now.”

The 13th Street District’s mission is to bring about civic betterment and social improvements in the district and surrounding neighborhoods for the benefit of all. In 2018, the District committee officially became a non-profit organization, which is led by an all-volunteer board of 11 community members who are passionate about Marshalltown and the District.

The Arts & Culture Alliance, a non-profit organization, was created in 2004 to cultivate a community of arts and culture by supporting, promoting and enriching existing opportunities and by seeking new possibilities. Our mission allows us to focus on enhancing the quality of life in Marshalltown by making it a place in which arts and culture thrive and our community flourishes.

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