



For immediate release Monday, May 10th

MARSHALLTOWN MURAL PHOTO CONTEST

The Arts & Culture Alliance and Marshalltown Area Chamber of Commerce Tourism are excited to announce a Marshalltown Mural Photo Contest at the La Salud mural in Downtown Marshalltown. We are inviting the community to take a picture in front of the mural for a chance to win \$100 in Chamber Bucks.

The Alliance's mural program creates an opportunity for an increased focus on quality of life, community pride, beautification and creative placemaking. This mural project was funded by the Fauna Nord and Kelli Thurston Realty Team. "We are greatly appreciative of the generous donation of Fauna Nord and Kelli Thurston," said Alliance Director Amber Danielson. "This contest is an opportunity for our community to come to our downtown and showcase this beautiful Marshalltown mural."

The mural was painted on the North wall of La Salud in the alleyway off of North 1st Street in the Fall of 2020. It is next to the Veterans Memorial Coliseum, which just recently re-opened after being renovated from extensive tornado damage.

The contest will run from May 10 through May 22 and a winner will be randomly selected on May 24. Photos can be sent into Marshalltown Area Chamber of Commerce Tourism Director, Andrew Potter at apotter@marshalltown.org. In addition, we encourage the community to share their photos on social media using the #MarshalltownMoreThanEver hashtag. A video collage of the mural photos will be created and shared with the community after the contest ends.

Des Moines artist, Jenna Brownlee, is known for her beautiful floral work as an Iowa Muralist. Jenna's interactive Marshalltown mural design incorporates flowers, monarch butterflies and the verbiage "sonar", which means to dream. The flowers chosen are native to Latin America and the butterflies signify the migration monarchs make from Canada to Mexico each Fall. The mural celebrates and symbolizes the migration and journey many Latinos make to America, specifically to Marshalltown.

Established in 2004, the Alliance connects our community to arts and culture by supporting, promoting, and enriching existing opportunities, and by seeking new possibilities. The Alliance is focused 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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For more information or questions, please contact us at:

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