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**\*\*MEDIA ADVISORY\*\***

## **Banner Artwork Unveiling To Help Revitalize Ocean Avenue Corridor**

**Arts Alive Ingleside project to showcase artwork from 74 artists**

- What:** Seventy-Four artists will unveil and showcase original hand-painted artwork in the form of large banners that will be installed later in May on street lampposts along the Ocean Avenue corridor, from Manor Drive to Phelan Avenue. As part of the **Arts Alive Ingleside** banner project, the event will feature a simultaneous unveiling of all the artwork after a countdown from 10 to 1. A silent auction of the banners will commence thereafter with proceeds going to the project and the artists. The goal of Arts Alive Ingleside is to promote the arts in the revitalization and economic vitality of the Ocean Avenue corridor.
- When:** Sunday, May 1, 2016 from 12:00 - 4:00 p.m.  
Speaking program and banner unveiling begins at 1:30 pm
- Where:** SOMArts Cultural Center, 934 Brannan St., San Francisco (btw. 8<sup>th</sup> & 9<sup>th</sup> St.)
- Who:** Local artists and their friends and families, community and city officials representing the neighborhood in and around Ocean Ave.
- Why:** As part of the Ocean Avenue Association (Ocean Avenue Community Benefit District), the goal of **Arts Alive Ingleside** is to drive foot traffic to the corridor and the surrounding Oceanview, Merced, and Ingleside area where there is a diverse range of businesses – ensuring the neighborhood’s vitality and vibrancy.

**About: Arts Alive Ingleside** is the first of many projects showcasing arts, culture and entertainment on Ocean Avenue. The project is organized by Independent Arts & Media, the Oceanview, Merced & Ingleside (OMI) Cultural Participation Project and the Ocean Avenue Association in partnership with the Office of Economic and Workforce Development. Additional sponsors include Whole Foods, Happy Vape, North East Medical Services (NEMS), Lick-Wilmerding High School, Faxon Garage, Ocean Cyclery, Ingleside-Excelsior Light, Miracle Cleaners and Serge-A-Lot. More info: [www.artsaliveingleside.org](http://www.artsaliveingleside.org)

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