



For Immediate Release

Friday, May 26, 2017

MEDIA ALERT/PHOTO OPPORTUNITY

Murals Hand-Painted by Youth From Every Province and Territory Share 150+ Reasons We Love Canada

On Friday, May 26, 2017, VIBE Arts, an award-winning charitable arts education organization and Scarborough Town Centre (STC), the largest shopping centre in the east GTA, recognize Canada's 150th birthday with the official **Art Space Unveiling** of VIBE Arts' national **150+ Reasons We Love Canada project**. The Art Space will reveal 60 awe-inspiring murals hand-painted by youth from every Province and Territory honouring the diversity, culture, character and stories of our nation. The artists, aged 9 to 29, come from more than thirty community organizations across the country including homeless shelters, under-resourced schools and youth agencies. Their hand-painted murals express the spirit of Canada from their many unique perspectives.

VIBE Arts 150+ Reasons We Love Canada Art Space Unveiling

WHAT: In recognition of Canada's 150th birthday, join community leaders, artists and youth at the official Art Space Unveiling

- 60 breathtaking murals hand-painted by youth from every Province and Territory
- Live performances by young musicians and dancers
- Photo and interview opportunities with VIBE Arts and Scarborough Town Centre representatives, Youth Artists and Community Leaders

WHERE: Scarborough Town Centre, Centre Court

300 Borough Dr, Scarborough, ON

*Please check in at the media desk upon arrival, located at the Scarborough Walk of Fame Court

WHEN: Friday, May 26, 2017 at 11:00 a.m.

On May 26, 2017, the original murals will be unveiled at Scarborough Town Centre with beautiful large-scale reproductions on exhibit until July 3, 2017, for everyone to experience. The original murals will be installed in Toronto subway stations throughout July and August, with digital displays in 15 airports and on more than 300 PATTISON Outdoor digital billboards across Canada.

The 150+ Reasons We Love Canada project is funded by PATTISON Outdoor Advertising, KPMG, TD Canada Trust, Toronto Pearson Airport, the Hal Jackman Foundation, the Chawkers Foundation, CIBC Mellon, and the Community Fund for Canada's 150th: a collaboration between the Government of Canada, Community Foundations of Canada, the Laidlaw Foundation and 191 community foundations across Canada.

- 30 -

For more information or to arrange an interview, please contact:

Vanessa Powell, Strategic Objectives. Tel: (416) 366-7735, x247
Email: vpowell@strategicobjectives.com or visit www.150Reasons.ca