

# NEWS RELEASE

Rockford Area Convention & Visitors Bureau



## Paint the Town Calendar to Benefit Beautification Efforts

*International artist captures the joie de vivre -joyful spirit- of Rockford community*

**FOR IMMEDIATE RELEASE**

**August 15, 2017**

**Rockford, IL** – The Rockford Area Convention & Visitors Bureau (RACVB) and local community partners announced during the kick-off of Rockford Day a partnership with international artist **Malika Moine** of Marseille, France, to launch the **2018 Paint the Town Calendar**. This calendar consists of the artist's original watercolor paintings of various Rockford landmarks and civic events.

Each calendar is **\$14.95** and is now available for purchase at the Rockford Area Convention & Visitors Bureau (102 N. Main Street) with all proceeds supporting the **Forest City Beautiful initiative**. This on-going beautification effort began in 2014 and exists to improve downtown civic spaces by restoring public landscapes for residents and visitors to enjoy. The program is now expanding to further enhance downtown streetscapes, way-findings, walkways and public areas within the River District.

"It was such a joy to meet with Malika Moine during our Paint the Town Green fundraising event to benefit Forest City Beautiful in June. She did such an incredible job capturing the beauty and essence of our event and all other locations she visited on her journey through the Rockford community," said Tana Vettore, RACVB director of destination development. "Her ability to paint such vivid moments is a gift that will be cherished in this keepsake calendar."

The RACVB staff will be at select locations selling calendars and accompanied by Malika Moine who will be signing purchased calendars. These locations are:

**Tuesday, August 15 (Rockford Day):**

- RACVB office - 8:30 a.m. – 10:30 p.m.
- 815 on the Bridge (food plaza in front of Chase bank on East State Street) – 11:30 a.m. – 1:30 p.m.
- Rockford Day at Edgebrook also featuring a live print event from Yackle Tees – 3:30 p.m. – 4:30 p.m.
- J.R. Kortman Center for Design Artist's Reception – 5:30 p.m. – 9 p.m.

**Thursday, August 17**

- Prairie Street Brewing Company/Dinner on the Dock – 4 p.m. – 6 p.m.

**Friday, August 18**

- Rockford City Market – 3:30 p.m. – 8:30 p.m.

Additional local partners will begin selling the calendar by September 1<sup>st</sup>. These partners include; Stockholm Inn, Poska, J.R. Kortman Center for Design, Pepper Creek, Crimson Ridge, Discovery Center Museum, Rockford Art Museum, Burpee Museum of Natural History, Nicholas Conservatory & Gardens, Anderson Japanese Gardens, Klehm Arboretum & Botanic Gardens, Tinker Swiss Cottage and the Chamber of Commerce.

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“As the City of Rockford is becoming a Top-25 City, focus on positive perceptions of our colorful city abounds. The outpouring of support and excitement for this calendar has been so inspiring and shows just how important a project of this nature is for continued success in this community,” said Mary Ann Smith, Paint the Town Calendar Enthusiast. “Malika has done an incredible job depicting the joys of living in Rockford on the page of this calendar.”

### **About This Project**

This project began in the Provence region of France, where some local travelers were captivated by a calendar and three books featuring watercolor paintings of scenes from Marseille. Artist Malika Moine's work was on display in a small shop in Bonnieux that is owned by her mother. By chance, Malika stopped in to say "hi" on the same day in October 2016 that the Rockford residents were doing their shopping. The travelers became acquainted with Malika, and a plan quickly formed to bring her to Rockford to paint familiar places and area residents enjoying life.

To learn more about this project and for a list of participating local area partners, go online to **[www.gorockford.com/paintcalendar](http://www.gorockford.com/paintcalendar)**.

*The mission of the RACVB is to drive quality of life and economic growth for our citizens through tourism marketing and destination development. [www.gorockford.com](http://www.gorockford.com)*

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