



Public Invited to Free Party to Celebrate 2023 CRE8IV Murals, Meet Artists

FOR IMMEDIATE RELEASE
June 5, 2023

What: This Thursday, the Rockford Area Convention & Visitors Bureau (RACVB) and the River District Association will celebrate downtown Rockford's new 'Art Alley' and this year's CRE8IV murals with a lunch-time pARTy. The celebration will feature live mural painting, interactions with the year's mural artists, music, prizes, food trucks and more. **Admission is free and open to all.** Food and refreshments will be available for purchase.

At the end of this season, a total of 42 murals will have been created as part of the RACVB-led public art program. CRE8IV (pronounced "Creative") is an art-infused program bringing vibrancy to neighborhoods in Rockford, Rockton, Loves Park, Pecatonica and Roscoe. For a complete list, visit gorockford.com/cre8iv.

When: Thursday, June 8 11 a.m. – 2 p.m.

Where: Southeast Corner of W. State St. and Church St. | Art Alley: 316 W. State St., downtown Rockford

Other: CRE8IV is made possible because of the support, help and funding of the partners who recognize the long-term impact of this community-building, arts-infused collaboration. For the fourth year, **Painters Union District 30, Local 607** has joined with RACVB to make CRE8IV possible with their efforts to prep and prime all walls prior to artists arriving. Without their support, CRE8IV would not be possible.

Artists were selected through an open Call for Artists process and a local committee-led selection process. **More than 192 local and visiting artists from around the country**, including a few international, submitted proposals. The selected artists represent a diverse group of local and visiting artists with varied backgrounds and artistic approaches.

For more information about CRE8IV - including a public art map and other resources - visit www.gorockford.com/cre8iv or follow @GoRockford on Facebook, Instagram, LinkedIn and Twitter.

About RACVB: RACVB is responsible for promoting the Rockford region as an attractive travel destination and enhancing its public image as a dynamic place to live and work. Through the impact of travel, RACVB strengthens the economic position of the region and provides opportunities for people in our communities. www.gorockford.com

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