

MEDIA ADVISORY

MURAL ARTS PHILADELPHIA 2019 TOURS ANNOUNCEMENT & CHERRY STREET PIER MURAL DEDICATION

WHAT: **2019 TOURS ANNOUNCEMENT AT CHERRY STREET PIER**
Mural Arts Philadelphia will announce the 2019 tour season and celebrate a newly installed mural, *What You've Been Missing*, at the Cherry Street Pier, in collaboration with VISIT PHILADELPHIA® and the Delaware River Waterfront Corporation (DRWC). Highlights include the announcement of four new tours for 2019 and the return of Mural Arts' most popular tours of Philadelphia murals.

WHO: **Jane Golden**, Executive Director, Mural Arts Philadelphia
Felix St. Fort, Artist, Mural Arts Philadelphia
Deirdre McAleer, Senior Vice President, Bank of America
Sheila Hess, City Representative, City of Philadelphia
Britney Norman, Director of Integrated Marketing Programs, VISIT PHILADELPHIA
Joe Forkin, President, Delaware River Waterfront Corporation

WHEN: Thursday, April 4, 2019, at 1pm
WHERE: Cherry Street Pier, 121 N Christopher Columbus Blvd, Philadelphia, PA 19106

DETAILS: The *What You've Been Missing* mural was a project completed by Mural Arts Philadelphia artist Felix St. Fort as a part of a Homesick Philly® activation hosted by VISIT PHILADELPHIA in New York City in summer 2018. The nostalgic marketing initiative encourages former Philadelphia residents and students to come back to the region to reconnect with and rediscover the neighborhoods, food, arts, culture, history and sports they adored when they lived, worked or went to school here. In Bryant Park, St. Fort completed the mural while members of the public observed the process. The now-completed mural is being installed at Cherry Street Pier and will be included in select future Mural Arts tours. Visitors to the Pier may view the mural all year round, with no appointment necessary.

Mural Arts will announce four new tours for 2019. The **Frankford, Fishtown & Farther** vehicle tours explore the stories of Philadelphia's industrial history through murals on many former factories, now repurposed as housing and commercial buildings in two of the city's traditionally working-class neighborhoods. The **Immigrating South** vehicle tours explore South Philadelphia's rich cultural heritage and dynamic immigrant communities past and present. **The Art of**

Observation is a *Mural Mile* Center City highlights walking tour followed by a guided visit to the One Liberty Observation Deck – *Philly from the Top*. Also, A variation of the ***Spring Garden & Beyond*** vehicle tour with a Spring Arts District walking component will add the Cherry Street Pier as another starting/ending point in a partnership with Delaware River Waterfront Corporation, and will expose guests to this new riverfront arts attraction. Other tour highlights include the continuation of the Mural Arts Vehicle Tours, the *Mural Mile* Center City Walking Tours, the popular *Love Letter* Train Tours, and Segway Tours. Mural Arts also offers private group tours and Experiential Mural Painting activities. For more information on Mural Arts tours, visit <https://www.muralarts.org/tours>.

Mural Arts Philadelphia tours are presented by Bank of America. Additional support provided by the Philadelphia Fashion District.

Mural Arts Philadelphia is the nation’s largest public art program, dedicated to the belief that art ignites change. For over 30 years, Mural Arts has united artists and communities through a collaborative and equitable process, creating nearly 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build bridges to understanding with projects that attract artists from Philadelphia and around the world, and programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. Popular mural tours offer a firsthand glimpse into the inspiring stories behind Mural Arts' iconic and unparalleled collection, which has earned Philadelphia worldwide recognition as the “City of Murals.” Follow along on social media: @muralarts on [Twitter](#) and [Instagram](#), phillymuralarts on [YouTube](#), and MuralArtsPhiladelphia on [Facebook](#). To stay up on the latest news on Mural Arts, please visit www.muralarts.org.

VISIT PHILADELPHIA® is our name and our mission. As the region’s official tourism marketing agency, we build Greater Philadelphia’s image, drive visitation and boost the economy. On Greater Philadelphia’s official visitor website and blog, visitphilly.com and uwishunu.com, visitors can explore things to do, upcoming events, themed itineraries and hotel packages. Compelling photography and videos, interactive maps and detailed visitor information make the sites effective trip-planning tools. Along with Visit Philly social media channels, the online platforms communicate directly with consumers. Travelers can also call and stop into the Independence Visitor Center for additional information and tickets.

The **Delaware River Waterfront Corporation** (DRWC) is a 501(c)(3) created in January 2009, exclusively for the benefit of the City of

Philadelphia and its citizens. The fundamental purpose of DRWC is to design, develop, program and maintain public amenities such as permanent and seasonal parks, trails, and streetscape improvements to transform the waterfront into a vibrant destination for recreational, cultural, and commercial activities for the residents and visitors of Philadelphia as is consistent with the goals of the Master Plan for Central Delaware. Daily programming throughout the entire year is changing the way Philadelphians see and converse about the waterfront, and is helping to create spaces and communities that connect residents and visitors to the Waterfront. For more information, visit delawareriverwaterfront.com

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