



City of Reidsville Press Release – Release Date April 8, 2019

Ribbon Cuttings for City's Downtown Murals April 12

Followed by Inaugural Second Downtown Friday Event

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The City of Reidsville and Reidsville Downtown Corporation will celebrate the completion of two murals in the heart of the city on Friday, April 12, beginning at 5 p.m.

Greetings from Reidsville was completed this fall at the intersection of South Scales and Gilmer streets. Artist Mary E D Ryan was chosen by the Reidsville Downtown Corporation (RDC) out of more than a dozen submissions from local artists. Ms. Ryan and her family moved to Reidsville from New Hampshire last year. They considered communities in Virginia and North Carolina but chose Reidsville because of its culture, diversity and opportunity to grow.

The vintage postcard design of *Greetings from Reidsville* showcases a number of Reidsville's most iconic landmarks and has already attracted visitors from all over the region to see it. Funding was provided by a generous private donation as well as support from the RDC.

Artist Mary E D Ryan says, "I am so excited to bring more public art to downtown Reidsville. My family and I moved here in 2018 from New Hampshire because we witnessed a welcoming, diverse and thriving community. My hope is that unique projects such as these will draw more attention and interest to Reidsville from locals and visitors alike."

A second mural by Ms. Ryan was completed at the Reidsville Branch of the Rockingham County Public Library in April 2019 at the intersection of North Scales and Morehead streets. *Lift Me Upwards* includes brightly colored wings with a quote from Plato: "Books give a soul to the universe, wings to the mind, flight to the imagination, and life to everything." The design of the mural allows visitors to step into the wings to take selfies and photos at the site. This mural was funded by private donors. Jacob Adams Commercial Maintenance and Landscaping donated services for the landscaping of the area, and Big Apple Farm Supply donated landscaping materials.

Both murals are part of a new initiative called Project DREAM (Downtown Reidsville Empowering Art Movement) that is spearheaded by RDC board member Melanie Morrison.

When the *Greetings* mural was completed, Reidsville Mayor Jay Donecker said, “Reidsville City Council and staff have put a lot of effort into beautifying our historic downtown. The DREAM project is going to transform our downtown into an experience where people of all ages and walks of life can enjoy unique public art in addition to all of the shopping and dining venues already here. For those who enjoy taking ‘selfies,’ our new murals are sure to be must-see destinations!”

Another effort of Project DREAM has been the painting of fire hydrants in downtown Reidsville and adjacent neighborhoods. On October 13, 2018, volunteers participated in a “community paint day,” during which more than a dozen fire hydrants were painted by Reidsville artists. Lowe’s Home Improvement donated the paint and supplies for this project and the artists donated their time and talent. This project proved so successful that a spring painting day is being planned.

The ribbon cutting for *Lift Me Upwards* (Rockingham Public Library, 204 W. Morehead St.) will be at 5 p.m. Friday, April 12, followed by the ribbon cutting for *Greetings from Reidsville* (The Ole Corner Shop, 139 S. Scales St.)

Immediately following the ribbon cuttings, Reidsville’s first Second DownTown Friday will kick off! This event, set for 6-9 p.m. the second Friday of each month (April to September), will include music at Mural Park, family activities, food, and City Cruise: classic and show cars and trucks in Reidsville’s nostalgic downtown. Cars and stars from Reidsville’s ToyMakerz will make an appearance each month.

Beginning in May, a free movie at Market Square will begin at dusk on Second DownTown Fridays:

May 10: Incredibles 2 Lino Errichiello

June 14: Mary Poppins Returns

July 12: Ratatouille

Aug. 9: The Wizard of Oz

Sept. 13: Back to the Future

Second DownTown Fridays are sponsored by Team Reidsville, the Reidsville Downtown Corporation, and the Reidsville Chamber of Commerce.