



FOR IMMEDIATE RELEASE: EAST ALLEN COMMUNITIES CELEBRATING MURAL PLACEMAKING INITIATIVE

EAST ALLEN, IN, November 2, 2021 – The NewAllen Alliance is excited to announce that five of East Allen’s communities have completed the installation of murals this summer and fall as part of NewAllen’s Indiana Regional Stellar Communities Designation. The region will be celebrating this accomplishment on November 3, 2021, at 3:00 p.m. in downtown Monroeville at 103 South Street. According to Kent Castleman, NewAllen’s Board President, “These mural concepts were created by local community members along with a talented Northeast Indiana artist. They showcase the heritage, history and uniqueness of each community as well as add vibrancy to each downtown core for residents and visitors. Thanks to all who made these murals possible to memorialize our Stellar Designation.”

The mural initiative was developed by the NewAllen Alliance to help pull together a \$65M quality of place portfolio currently being implemented as part of East Allen’s Rural Revival Regional Development Plan in a visible and meaningful way. By installing outdoor murals in East Allen communities within their respective Rural Revival Target areas, murals memorialize the Stellar designation, foster community pride, and will be an additional draw for backyard tourism by enticing individuals across the Northeast Indiana Region to venture into East Allen’s communities and patronize their small-town businesses.

The State of Indiana, including the Indiana Office of Community and Rural Affairs, and the Indiana Arts Commission, as well as local cities, towns, and community groups have provided financial support to the mural effort.

“Public art is a high-return investment that benefits all Hoosiers,” said Miah Michaelsen, Indiana Arts Commission Executive Director. “The NewAllen Alliance and the artists engaged in this process are building on northeast Indiana’s reputation of strong regional planning that actively involves the arts as well as being a place where people want to live, work, play, and stay. We are proud to support the work being done in Allen County to uplift and strengthen communities.”

Representatives from the state will be participating in the event in addition to city, town and county officials, mural committee members, artists, mural property owners, and other NewAllen collaborators.

NewAllen hired Alexandra Hall with AH Public Spaces Consulting, LLC to assist the communities with the development of their mural projects. More information on each mural is available at <https://www.newallenalliance.net/murals> .

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