



FOR IMMEDIATE RELEASE: EAST ALLEN COMMUNITIES INSTALLING MURALS AS PART OF EAST ALLEN'S RURAL REVIVAL

EAST ALLEN, IN, June 17, 2021 – The NewAllen Alliance is excited to announce that several of East Allen's communities are installing murals this summer and fall as part of the East Allen Rural Revival Regional Development Plan. According to Kent Castleman, NewAllen's Board President, "The murals are a way to pull together the \$65M regional investment portfolio in a visible and meaningful way. By installing outdoor murals in East Allen communities within their respective Rural Revival Target areas, murals will memorialize the Indiana Regional Stellar Communities designation, foster community pride, and 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 placement of murals into downtown areas will bring much needed excitement to the surrounding downtown business owners and will create an opportunity for NewAllen to promote East Allen as a destination through regional mural routes and tours." NewAllen has hired Alexandra Hall with AH Public Spaces Consulting, LLC to assist the communities with the development of their mural projects.

Hoagland is the first community to move forward with the installation of their mural at 11117 English Street in downtown Hoagland. A Fort Wayne-based artist, John Klein, is leading the installation. According to Jon Niemeyer, NewAllen's Board Member from Hoagland, "I'm excited to see progress on Hoagland's re-creation of the Hoagland Hardware and Implement Store and the Larabee Flour Mill historic mural advertising. This mural is a celebration of the days of old in our downtown. The Hoagland Chamber is also finishing up their latest sidewalk project and the Hoagland Area Advancement Association is holding Hoagland Days this week, so there is a lot going on in our little village right now." Hoagland's mural is being funded by the Hoagland Chamber of Commerce as well as through a placemaking grant that the NewAllen Alliance has received from the Indiana Office of Community and Rural Affairs as part of their Stellar Designation.

More information will be shared on each of the East Allen mural projects throughout the next few months on NewAllen's Facebook and Instagram pages. Hoagland Days is being held at the Hoagland Community Park June 17th – 19 and will offer food by local community organizations, rides, craft vendors, a demolition derby, live entertainment, a parade, and a sensory fair. More information can be found at <http://hoaglandin.com/>.

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