



MEDIA RELEASE

July 15th, 2021

FOR IMMEDIATE RELEASE

The Downtown Elmira Public Art Exhibit is now open to the public!

Woolwich, ON – Today, the Downtown Elmira BIA (“BIA”) and the Township of Woolwich are happy to announce that the Elmira Art Exhibit (“EAE”) is open for the public to enjoy! This outdoor art project aims to positively impact both the arts and culture industry and local business community by showcasing ten pieces of public art to the downtown.

Each art piece relates to the community in various forms of mediums and styles – a mix of tradition, history and culture, and a touch of contemporary and fun! The BIA kept the theme and style for the art project consistent with the Community Improvement Plan (CIP) which was developed in 2018 and resulted in a vision for the downtown core. This involved working with the community to decide what they would like to see in the downtown, including public art.

“The Downtown Elmira BIA is thrilled to be a part of the Elmira Art Exhibit and to see another component of the Community Improvement Plan come to fruition. The BIA Board would like to acknowledge all the members of the EAE team.” – Jonathon Clay, BIA Chair

Locals are invited to participate in a free art walk downtown Elmira! The BIA would like to remind everyone to continue following local public health COVID-19 protocols.

“We are excited to see this project come to life this summer! It’s been a tough period for main street businesses and the art community, so we are happy to add colour and positivity for local families to enjoy in the downtown!” – Jenna Morris, Economic Development and Tourism Officer and EAE team member.

The EAE was made possible by several generous partners and volunteers! This project was funded in part by the BIA, the Rural Economic Development Program of the Ontario Ministry of Agriculture, Food and Rural Affairs (OMAFRA), Regional Tourism Organization Four (RT04), Wellington-Waterloo Community Futures (WWCF) and the Township of Woolwich. The Three Sisters Cultural Centre and several volunteers helped to bring this project to life!

For additional information about the EAE please visit: www.downtownelmira.ca

Follow [@downtownelmirabia](https://www.instagram.com/downtownelmirabia) on Instagram for more information!

- 30 -

Media contacts:

Jenna Morris, Township of Woolwich, jmorris@woolwich.ca
Abby Cooper, Downtown Elmira BIA, abby@abbycooper.ca