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FOR IMMEDIATE RELEASE

FRUIT BELT BEAUTIFICATION PROJECT CALLS FOR VOLUNTEERS

(May 5, 2015 – Rochester, NY) Rochester artist and visual consultant, Shawn Dunwoody, will once again partner with Greentopia and several other local organizations in an effort to revitalize the JOSANA neighborhood in the northwest quadrant of Rochester, otherwise known as the Fruit Belt. In recognition of Sherwin Williams National Painting Week, Dunwoody is seeking 200 volunteers to participate in the project's kick-off event, *The Big Paint-Out*, taking place on Wednesday, May 13, at 9:00 AM.

“The **Fruit Belt Project** is about creative placemaking throughout all of Rochester, building off the strong spirit of this community, and fortifying our stance as one of the most creative cities in America,” says Dunwoody, who is organizing the event. “This is the first time a community painting event of this size and scope has taken place in the region; and it will be as ambitious, bright, and colorful as the neighbors themselves.”

According to Sherwin Williams Finger Lakes district manager, Pat Hildman, “We are proud to partner with Greentopia and support this neighborhood project. As a company, we strive to increase our involvement and impact in all the communities in which we conduct business and provide a positive relationship with our neighbors. The team is looking forward to working arm in arm with Sunny Days Painting to produce a new and fresh look on these cornerstone buildings of the Fruit Belt area of Rochester.”

Buildings that will be painted on May 13 will be: Stop One Meat Market located at 352 Jay Street and College Club Beverages at 63 Grape Street. A vegetable garden will also be planted that day to provide jobs and local produce to the neighborhood businesses. Young people hired within the neighborhood will complete the buildings and maintain the garden throughout the summer. Dunwoody is seeking volunteers of all ages to help with the **Fruit Belt Project**. Assistance with painting, gardening, greeting/logistics and cleanup is welcome. Painting times are from 9 AM – Noon, 12:30 – 3:30 PM, and 4:30 – 7:30 PM.

To sign up as a volunteer, or for additional information and media inquiries, please contact Shawn Dunwoody at 585-369-8302.

About the Fruit Belt Project: The **Fruit Belt Project** is a beautification movement and collaboration between Greentopia and DUNWOODE Consulting to create a series of large-scale, vibrantly colored, and community driven public artworks. Project goals include: giving the neighborhood a unified identity, creating jobs for local residents, bringing beauty to a historic neighborhood often highlighted for negative reasons, and inspiring long term investment and additional resources for the community.

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