



## CALL TO ARTISTS | Art Alley 2017

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Art Alley returns to Red Deer for its fourth year in 2017 and needs some creative volunteers to join our team!

### Are you ...

- An artist with mural experience and a passion for street art?
- Available to help out from June to August 2017?
- Looking to add community involvement to your resume?
- Able to work as part of a team?
- Interested in opportunities to mentor younger artists?
- Excited to be involved in a project that enhances your community?

*If you answered yes, we want to hear from you!*

### About the project

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Art alley is the first project of its kind in Red Deer to transform the walls of downtown into a vibrant, positive space for the community.

Research shows that beautifying an area that regularly attracts negative activity helps create more ownership and interest in a space, thereby reducing unsavoury activity. This is the Art Alley initiative.

Participating artists are eligible for an honorarium.

### Submission Requirements

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Please provide a statement describing why you're interested in participating in this project, along with 2 samples of your previous work and complete contact information.

### Please send your completed submission to

Art Alley – Artist Application  
C/O Downtown Business Association  
1, 5000 51 Avenue, Red Deer AB T4N 4H5  
info@downtownreddeer.com

**Submission deadline:** Friday, April 21 at 4:00 p.m.  
Successful applicants will be contacted by April 30.

### For more information

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Contact the Downtown Business Association at 403.346.8696 or info@downtownreddeer.com