

For Immediate Release

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City of Pittsfield Teams With Goodwill to Create Community Mural

A community mural painting day will be held during the Downtown Pittsfield Farmers Market on Saturday, August 5, from 11 a.m. – 1 p.m.

PITTSFIELD, Mass. (July 30, 2017) – Goodwill Industries of the Berkshires and Southern Vermont is partnering with the City of Pittsfield’s Office of Cultural Development to add more public art to the Morningside neighborhood. The partners are asking for your help in the creation of the *Planting Seeds for a Better Tomorrow* mural, by artist Kathy Garren. Garren will be leading a community mural painting day during the Downtown Pittsfield Farmers Market at the First Street Common on Saturday, August 5, from 11 a.m. to 1 p.m. This will be an opportunity for the community to come out and paint parts of the mural that will go up on Goodwill’s building on Tyler Street in late August. Garren will be creating the mural on wood panels that will be installed onto the side of the Goodwill building.

“We appreciate the opportunity to be a part of the Tyler Street District Initiative,” said David Twiggs, CEO of Goodwill Industries of the Berkshires and Southern Vermont. “The mural project is a big part of connecting Goodwill pride to our community.”

Garren was chosen by a jury made up of artists, business owners, and community members in the Morningside neighborhood following a call for art for

the Goodwill Mural Project. She is a children's book illustrator, portrait painter and muralist living in Dalton, Mass. Garren has worked on the restoration of the Vietnam Memorial mural in Pittsfield, and has done indoor murals for various restaurants in the area. Some of her most recent artwork includes illustrating several children's books written by Arlo Guthrie, including *Old Bill, the Famous Berkshire Moose*.

"I love living in the Berkshires and am so happy to be a part of all of the plans to the Tyler Street area," Garren says. "I think my *Planting Seeds for a Better Tomorrow* mural is a perfect symbol for revitalization and growth for that neighborhood."

The mural will be officially unveiled by Goodwill officials and Pittsfield Mayor Linda M. Tyler during the Better Block Transformation Day on Saturday, August 26 at 11:30 a.m. It will be located on the northeast side of Goodwill's building at 158 Tyler Street in Pittsfield. Goodwill will also host a Kidz Zone during the Better Block Transformation Day from noon to 7 p.m. [Click here for more information on the Better Block Transformation Day.](#)

Founded in 1956, Goodwill of the Berkshires and Southern Vermont is an innovative and sustainable social enterprise that helps people in our communities enhance the dignity and the quality of life, gaining confidence, pride, independence, and self-sufficiency through employment training and other support services, in collaboration with local resources. For more information, call Goodwill of the Berkshires, 158 Tyler St., Pittsfield, at (413) 442- 0061 or visit www.goodwill-berkshires.org and www.facebook.com/GoodwillBerkshires.

The City of Pittsfield's Office of Cultural Development serves as the City's first point of contact for artists, cultural organizations, event organizers and creative businesses in Pittsfield. It supports, promotes and initiates cultural activity in Pittsfield to benefit the citizens, the quality of life and the local economy. The Office is located in the city-owned Lichtenstein Center for the Arts in downtown Pittsfield's Upstreet Cultural District. For more information, call (413) 499-9348 or go to <https://www.discoverpittsfield.com/>.

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Calendar listings:

Planting Seeds for a Better Tomorrow

Community Mural Painting Day

Saturday, August 5

11 a.m. – 1 p.m.

Downtown Pittsfield Farmers Market

First Street Common