



**MEDIA ADVISORY:** For Immediate Release

**DATE:** August 9, 2022

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**5<sup>th</sup> Annual ViBe Creative District Mural Festival presented by Rite Aid to feature 10 NEW murals in 10 days by 10 artists this August 19-28**

(Virginia Beach, VA) August 9, 2022-- The [ViBe Creative District nonprofit](#) announced today that the public is welcomed to come witness the fifth annual ViBe Mural Festival presented by trusted retailer Rite Aid in Virginia Beach this August 19-28, 2022. A total of 10 new murals will be painted by 10 different national and local artists at properties throughout the arts district. The project allows the artists a 10-day timeframe to paint their artwork designs to completion providing the public ample time to explore and meet the artists while they work. Free public programming and events are offered during the festival.

“As a Virginia Beach resident, I have seen how art has the power to enhance the quality of life in the ViBe Creative District,” said Heyward Donigan, Rite Aid President and CEO. “Rite Aid is committed to meeting the health and wellness needs of the communities we serve, and we’re excited to have an opportunity to engage with the Virginia Beach community through a mural that promotes whole health.”

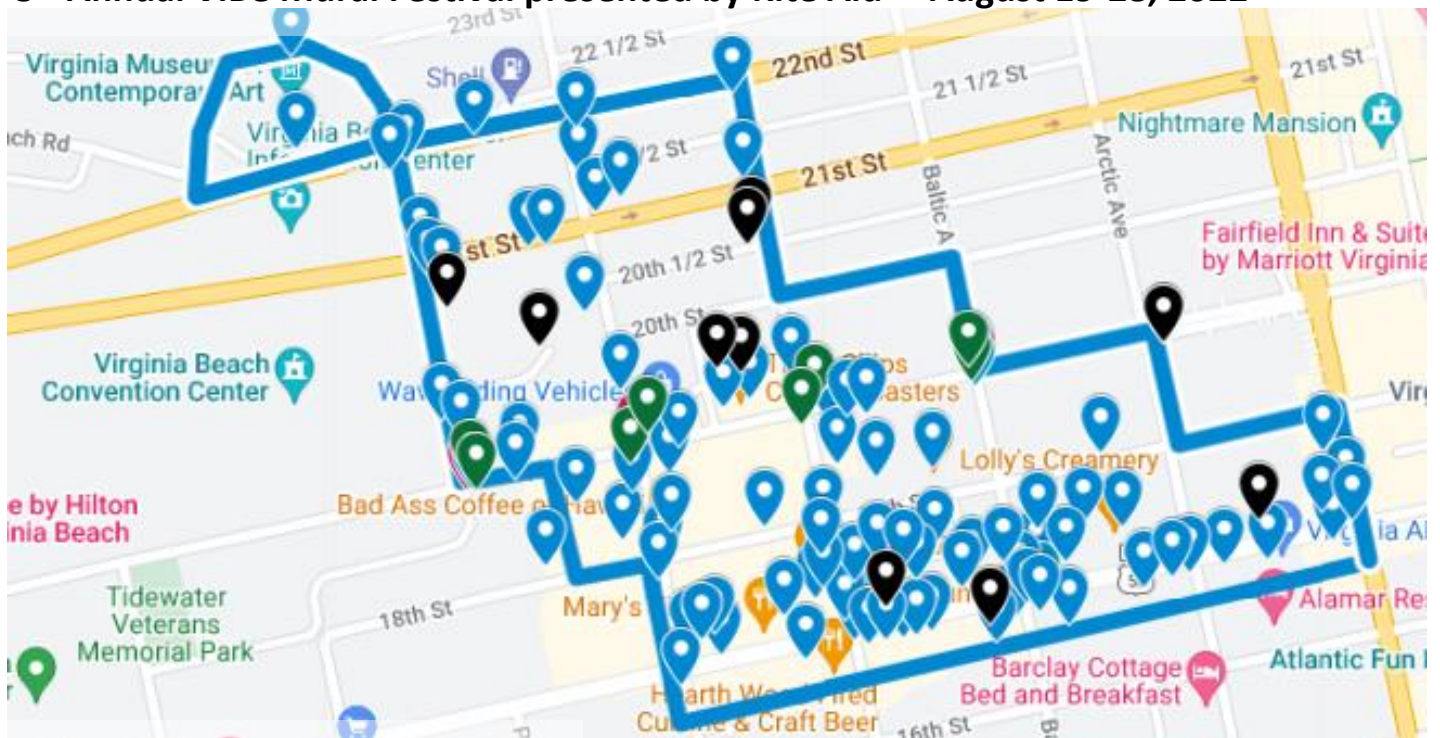
“The 5<sup>th</sup> Annual ViBe Mural Festival is our largest event to date with several new opportunities for the public to engage with the artists,” said Kate Pittman, executive director of the ViBe Creative District nonprofit. “We are thrilled to have the support of our presenting sponsor Rite Aid, who will host the largest wall mural at their location on 17<sup>th</sup> Street. Their acknowledgement of ViBe’s community impact and their commitment to improving health outcomes make this a perfect partnership.” Rite Aid selected renowned local artist Sam Welty, an artist with decades of mural experience.

All 10 locations are located within a short 1.5 mile walk and were selected by the ViBe Creative District nonprofit over the last year as the locally owned-businesses and property owners expressed interest in participating in the district's growth. Property owners have committed to preserving the murals for a minimum of 2 years and posting a sponsor plaque to recognize the funders and featured artists. An online google map now shows 425,000 virtual views of the murals in the ViBe District.

**10 FEATURED ARTISTS & LOCATIONS:**

- **SAM WELTY** at Rite Aid on 17<sup>th</sup> Street
- **MIA GUILÉ** at Esoteric on 17<sup>th</sup> Street
- **TESSA DUQUETTE** at 17<sup>th</sup> Street Marketplace on 17<sup>th</sup> Street
- **PAUL SANTOLERI** at North End Bag Co on 19<sup>th</sup> Street
- **EREK JONES** at WRV / The Alley on 19<sup>th</sup> Street
- **HANNA KIRBY** at Atlantic Park containers on 19<sup>th</sup> Street
- **SUMMER PARADISO** at Organic Beginnings Montessori School in partnership with LRNow on Mediterranean Avenue
- **HAMILTON GLASS** at DWELL on 20<sup>th</sup> Street
- **NICO CATHCART** at Ambassador Inn & Suites in partnership with the Virginia African American Cultural Center on Parks Avenue
- **FEATURED TEEN ARTIST:** Leani Thurton at Organic Beginnings Montessori School (Virginia Beach High School Senior at Bayside High School)

**5<sup>th</sup> Annual ViBe Mural Festival presented by Rite Aid – August 19-28, 2022**



**10 MURALS | 10 ARTISTS | 10 DAYS**

A complete map of all public art murals and creative crosswalks in the ViBe District is available online (click image above). **New mural locations are in BLACK.**

## VIBE MURAL FESTIVAL PROGRAMMING & EVENTS

For a complete listing of programming and events, please visit: [ViBeCreativeDistrict.org](http://ViBeCreativeDistrict.org)

- Self-guided Walking Tours
- Visual Scavenger Hunt
- Guided Walking Tours
- Guided Bike Tours
- Golf Cart for persons with disabilities
- Coffee & Connection Hour with the Artists
- Artist Talk Q&A at Virginia MOCA
- Block Party featuring 757 Street Art Battle
- "In Their Own Words" Artist Audio recordings
- Limited Edition Festival Merchandise

## FREE PAPER WALKING MAPS PROVIDED AT VIBE BUSINESSES THROUGHOUT FESTIVAL

A free disposable pocket guide map will guide visitors on a 1.5 mile walking tour through the district to see all 10 new murals in progress through the event. [Click for printable copy.](#)

**ViBe Mural Festival // August 19-28 // 10 Murals in 10 Days**

**ViBe CREATIVE DISTRICT Mural festival VIRGINIA BEACH, VA PRESENTED BY RITE AID**

1. Sam Welty at Rite Aid
2. Hanna Kirby at Atlantic Park containers
3. Mia Guile at Esoteric
4. Tessa Duquette at 17<sup>th</sup> St Marketplace
5. Summer Paradiso at Organic Beginnings Montessori School
6. TEEN Muralist Leani Thurton at OBMS
7. Paul Santoleri at North End Bag Co
8. EreK Jones at WRV's The Alley
9. Hamilton Glass at DWELL
10. Nico Cathcart at Ambassador Inn & Suites

**EXHIBITIONS ON VIEW INDOORS:**

- Virginia MOCA
- MOCA Satellite Gallery at the Runnymede Corporation
- Virginia Beach Art Center

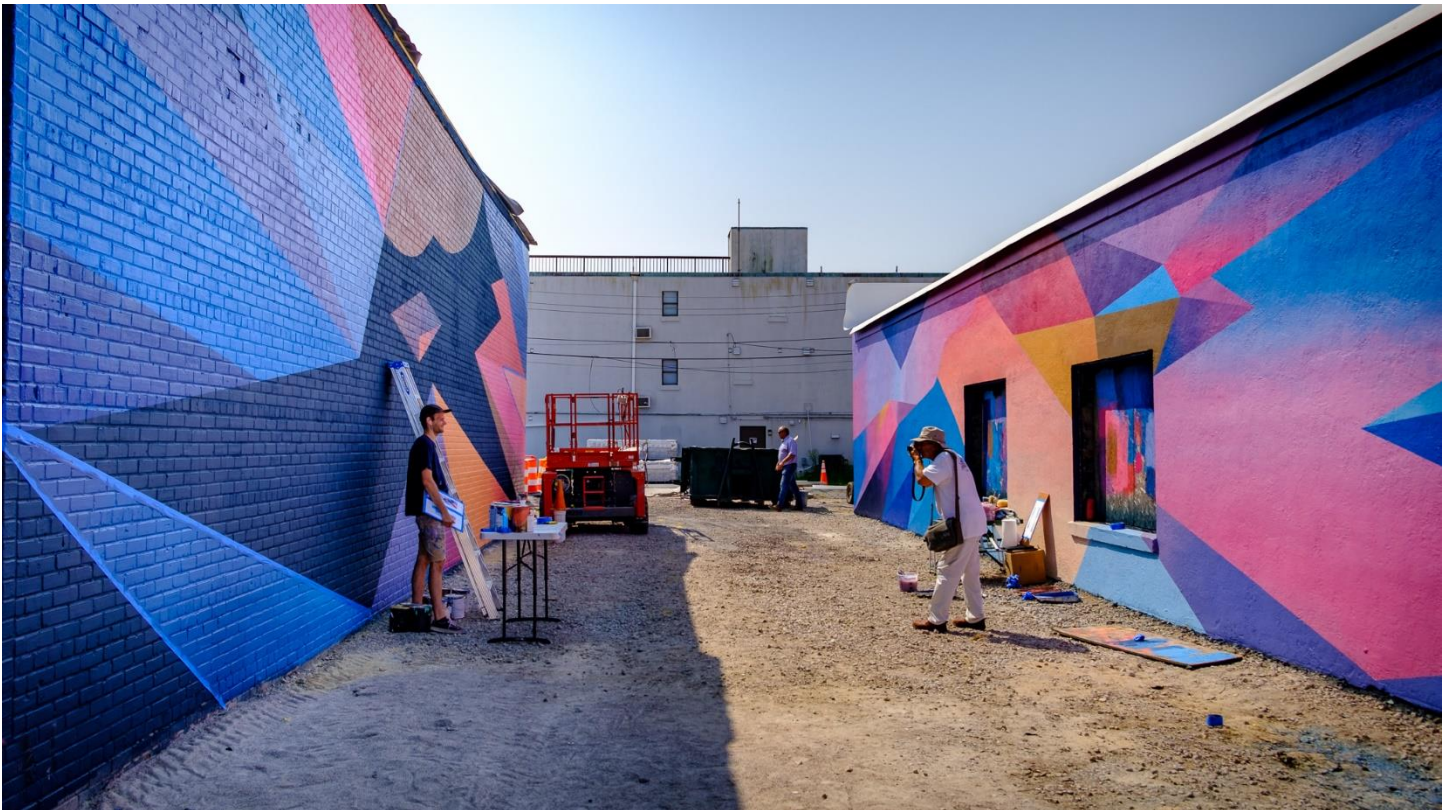
Please visit [www.ViBeCreativeDistrict.org](http://www.ViBeCreativeDistrict.org) for special events and details on guided walking tours, bike tours, golf cart tours and audio clips from the featured artists.

## VIBE MURAL FESTIVAL CORPORATE & GOVERNMENT SPONSORS



The 5<sup>th</sup> Annual ViBe Mural Festival is generously presented by Rite Aid. Additional sponsors include: Atlantic Park Virginia Beach, The Runnymede Corporation, Wagner & Kapoor Institute, Port & Starboard, Virginia Beach Arts & Humanities Commission, Virginia Commission for the Arts / National Endowment for the Arts, Arts Alliance, Wave Riding Vehicles, Checkered Flag Porsche, Virginia African American Cultural Center, 17<sup>th</sup> Street Gateway Association, Chesapeake Bay Distillery, Esoteric, DWELL in the ViBe, North End Bag Company, The Percy Jones Family Trust, and Brand Fuel.

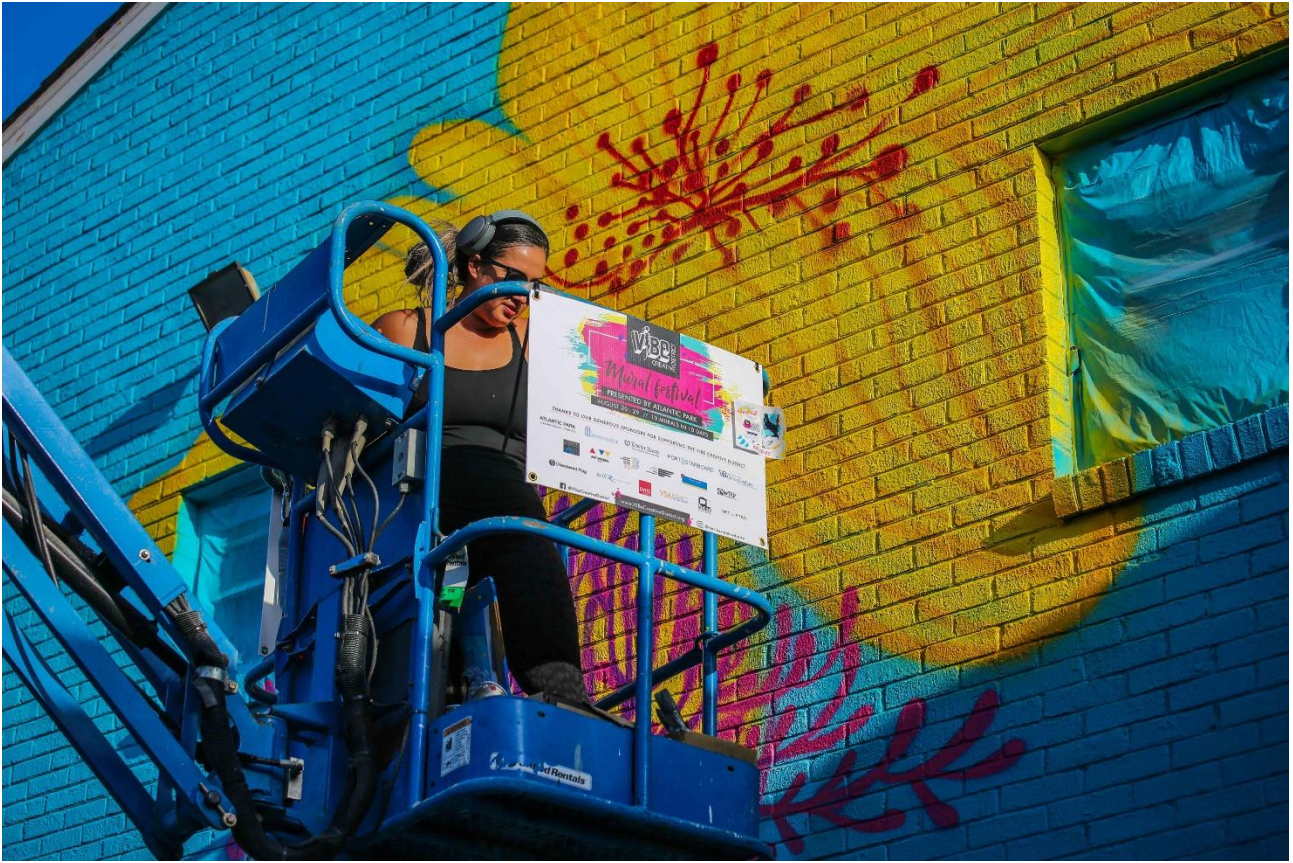
## IMAGES FROM PREVIOUS FESTIVALS



ViBe Mural Festival 2020 featuring Eli McMullen at 17<sup>th</sup> Street Shops.



ViBe Mural Festival 2021 featuring Dustin Spagnola for StandUp For Kids Hampton Roads.



ViBe Mural Festival 2021 featuring Victoria Weiss aka ButterPop Art.

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### **About the ViBe Creative District**

The ViBe Creative District non-profit is a 501c3 that exists to promote, support, connect, and inspire the creative industries to boost our local economy, grow jobs, and enhance our quality of life. It works to create and revive economic vibrancy in our neighborhood with a remarkable local vibe.

Additionally, ViBe strives to enhance a place of discovery for locals and visitors along with economic vitality to meet the City of Virginia Beach's vision for a quality resort destination. For more information on please visit [www.ViBeCreativeDistrict.org](http://www.ViBeCreativeDistrict.org), email [info@ViBeCreativeDistrict.org](mailto:info@ViBeCreativeDistrict.org) call 757-202-9533 or follow ViBe Creative District on Facebook at [www.facebook.com/ViBeCreativeDistrict](http://www.facebook.com/ViBeCreativeDistrict) and Instagram at [www.instagram.com/thevibecreativedistrict/](http://www.instagram.com/thevibecreativedistrict/)

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