

City of Fruita
Fruita Arts and Culture Board
324 N Coulson Street
Fruita, CO 81521
fruita.org



FRUITA
COLORADO

FOR IMMEDIATE RELEASE:

Contact:

Ture Nycum
Director Parks and Recreation
City of Fruita
970-858-0360
tnycum@fruita.org

FOR RELEASE

September 19, 2017

ART ON THE RIVERFRONT TRAIL IN FRUITA, COLORADO MURAL UNVEILING

Fruita, CO – As part of the Hispanic Heritage Month, the City of Fruita and the Fruita Arts and Culture Board are pleased to announce that a new art mural, created by artist Jeremy Velasquez and titled 'Pilar Fuerte' will be unveiled on Friday, September 22 at 2:00 pm at the Greenway Drive underpass (this is in Fruita along the Lower Little Salt Wash Trail, south of highways 6/50 and north of Interstate 70). The unveiling will take place at the Mural site and all interested parties are welcome and encouraged to attend.

The City would like to recognize the project sponsors, the Western Colorado Latino Chamber of Commerce and the Hispanic Affairs Project. Without their support and direction this project would not have occurred. The City would also like to thank the staff from the City of Grand Junction and the aRT (art on the Riverfront Trail) project for including the City of Fruita in this project. And finally, the City would like to thank the artist Jeremy Velasquez for sharing his talent and inspiration.

For inquiries, please contact either of the following contacts:

- Louise Goodman with the Western Colorado Latino Chamber of Commerce at 970-683-5566 / lgoodman@timberlinebank.com
- Estrella Ruiz with the Hispanic Arts Project at estrella@hapgi.org
- Ture Nycum with the City of Fruita at 970-858-0360 x6400 / tnycum@fruita.org.

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