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FOR IMMEDIATE RELEASE:
Monday, May 24, 2021

Impact Youth Initiative SpencFest Celebration

Pueblo, CO. -*Impact Youth Initiative* would like to invite you to our SpencFest in Central Plaza on Saturday, June 12th from 4 pm-7 pm. Please join us for a special evening as we commemorate our time spent working to beautify this community. We would like to take this opportunity to show our appreciation to all of our *Impact* students who have worked so very hard and taken extreme pride in their community. We will also be honoring our *Impact* student Spencer Warners' heavenly birthday. On this day we will honor Spencer and *Impact Youth Initiative*.

Come celebrate with us and listen to music from DJ Christina Warner and visit one of the nearby restaurants for some delicious local cuisine. This is a perfect opportunity to show support to the local businesses in the area. This is a free event.

We are currently working in Central Plaza on our community revival project. *Impact Youth Initiative* is adding an explosion of endless colors, new designs that speak to diversity and celebrating the spirit of our community with our *Central Plaza* Mural. Along with the mural, which is currently in progress, *Impact* will be coordinating with local businesses and volunteers to refresh and revive this entire location. Central Plaza was adopted by the *Pueblo Arts Alliance* and the City of Pueblo in 2019 and 2021.

The Central Plaza project will be completed in three phases.

- Phase one will be the completion of the mural in the plaza by *Impact Youth Initiative* students and volunteers.
- Phase two will be partnering with neighboring businesses to install lights over the plaza to bring new light and life to the location. This will allow local community members to use the space for events such as concerts, poetry readings, and group activities.

- Phase three in Central Plaza will be installing lights down the alleyway to ensure safety and to shine a light on our beautiful Pueblo. These lights will also allow the walls to serve as a collaborative outdoor art gallery. The alley walls will be hung with permanent murals along with temporary art installations.

Location: Central Plaza, Pueblo, Co 81003

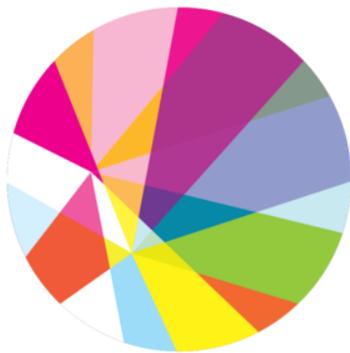
Please adhere to social distancing rules to keep everyone safe.

About Pueblo Arts Alliance:

The *Pueblo Arts Alliance* mission is to promote and collaborate in the development of the arts economy in Pueblo. The *Arts Alliance* provides support to its creative industry membership in the form of 1) collaborating for marketing, performances, and education opportunities, 2) raising awareness in the community as to the availability of local and regional arts production and events, and 3) promoting and facilitating economic impact through the arts. The Arts Alliance is the administrator of the Pueblo Creative Corridor, a Colorado Certified Creative District.

About Impact Youth Initiative:

Impact Youth Initiative is a council of Pueblo High School students that produce monthly art activation projects to engage youth through art using placemaking techniques in the Pueblo Creative Corridor, with the Pueblo Arts Alliance. The goals of the Impact project is to create youth activation through the arts in the Corridor, create a sense of youth “ownership” of the Corridor, and provide youth with practical applications of civic engagement and City government processes. Impact Youth Initiative is funded by the Colorado Health Foundation, Arts in Society, and National Endowment for the Arts grants.



ARTS IN SOCIETY



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