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**PHILADELPHIA 2016 HOST COMMITTEE ANNOUNCES BEAUTIFICATION
PROJECTS ALONG BROAD STREET AHEAD OF DEMOCRATIC NATIONAL
CONVENTION**

Partnership with the City of Philadelphia Mural Arts Program, Pennsylvania Horticultural Society, and the Knight Foundation to Enhance Streetscape Along North and South Broad Streets

PHILADELPHIA, PA – The Philadelphia 2016 Host Committee for the Democratic National Convention today announced beautification efforts that will take place along North and South Broad Streets for the Democratic National Convention. Beginning at City Hall, North Broad will be treated with a special planting and garden walk, thanks to a partnership with the Pennsylvania Horticultural Society, and The City of Philadelphia Mural Arts Program will paint the median along South Broad, which is funded by a grant from the Knight Foundation.

“It’s important that the Convention has a positive impact on the Philadelphia community, and the Broad Street beautification project is one of the ways the Host Committee will achieve that goal,” said former Pennsylvania Governor and Philadelphia 2016 Host Committee Chair Ed Rendell. “We are thrilled to be able to refurbish part of one of the city’s main thoroughfares for our residents and visitors to enjoy and grateful to our partners and supporters for their help.”

MJK QUOTE

South Broad Beautification

On the south side of City Hall, running down the center of South Broad Street, the Host Committee partnered with The City of Philadelphia Mural Arts Program to install a mile-long temporary mural on the raised median, which will serve as a vibrant gateway between City Hall and South Philadelphia during the Democratic National Convention.

The mural will be painted with *14 Movements: A Symphony in Color and Words*, created by mural artist Mat Tomezsko, a Tyler School of Art graduate, on a temporary vinyl ground covering and will stretch 14 blocks from City Hall to Washington Avenue in South Philadelphia. Installation of the ground mural will begin June 20th and take about a month to complete.

[Jane Golden Quote]

This project is being funded by the Knight Foundation, as part of a larger grant to promote Philadelphia’s arts and culture sector during the Convention.

said Patrick Morgan Program Director Philadelphia for the John S. and James L. Knight Foundation said, "This mural as part of the activation of Broad Street will be a visual

representation of Philadelphia's robust art community, showcasing local artists and creating opportunities to connect the neighborhoods along Broad Street."

North Broad Beautification

On the north side of City Hall, the Host Committee is partnering with the Pennsylvania Horticultural Society and the Department of Public Property to transform a main thoroughfare for Philadelphians and Convention delegates into a more aesthetically appealing experience for pedestrians. The focus area of this project is the corridor along Broad Street between Race Street and JFK Boulevard, leading from the Pennsylvania Convention Center to City Hall.

Reyburn Plaza, on the west side of Broad Street, will be rehabbed with improvements to streetscape, turf restoration, and new perennial garden plantings. In addition, 46 planters will be installed on both sides of Broad Street from City Hall to the Convention Center.

Helping with the garden walk project will be Roots to Re-Entry, an organization that provides citizens transitioning from the local prison system back into their communities with the tools and support they need to obtain meaningful employment in the horticulture and landscape industries.

The project is being made possible thanks to a grant from Jody McNeil Lewis, a local philanthropist and arts supporter, through the Joanna McNeil Trust, as well as funds for ongoing maintenance of the garden walk.

"This beautification effort is the beginning of a larger plan for this section of Broad Street, and PHS is grateful to the Philadelphia 2016 Host Committee for this opportunity to work with partners who have a shared vision for Center City's public spaces," said PHS President Matt Rader.

QUOTE FROM JODY

The Democratic National Convention will take place in Philadelphia July 25-28, 2016.

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