

FOR IMMEDIATE RELEASE

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Bike Mural Festival 2022
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Bike Mural Festival Coming in 2022

Kalamazoo, MI -- January 13, 2022 Building on the success of three previous annual bike art competitions, Bike Friendly Kalamazoo will hold a Bike Mural Festival in 2022 with highly regarded local muralist Patrick Hershberger as its chair. Bike Friendly Kalamazoo's Mural Festival will culminate in a ceremony recognizing the artists and their work during BFK's 4th annual Fall Bike Celebration Weekend, September 16-18, 2022.

Hershberger, who also chairs the Kalamazoo County Public Art Commission, is excited by the prospect of gathering top muralists from around the country to the area and including talented local artists to participate. "We will be attracting top talent from within and outside our community to coalesce around bike-positive public art. We have an opportunity to give back to our communities through creativity and connecting via the joy of bicycling."

Hershberger will focus on site selection during the next few months. He asks that ideas for likely bike mural sites be sent to him at bikeart@bikefriendlykalamazoo.org.

Paul Selden, president of the bicycle safety and education non-profit Bike Friendly Kalamazoo believes the Bike Mural Festival offers opportunities for building community through bicycling. "People get a great feeling of building a sense of place when they put their creativity to use, reimagining public spaces and working together to shape them. The Bike Mural Festival will add a wonderful new dimension to the joy of bicycling." Looking ahead at 2022, Selden says, "Sharing in the process of finding sites for the murals, watching the artists paint them, and seeing a new mural or two is placemaking in action. The art will evoke the happy feeling of freedom and adventure offered by riding a bike. The murals will also symbolize deep positive values and demonstrate the spirit of collaboration that thrives in our community."

Information about Bike Friendly Kalamazoo's Mural Festival will be updated throughout the year at www.fallbikecelebration.org.

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Bike Friendly Kalamazoo (BFK) is a 501c3 Michigan nonprofit organization whose mission is to help make the greater community even more bicycle friendly. Its volunteers aim to build community through bicycling, working to make Southwest Michigan even more attractive as a great place to live, work and play and learn. Its vision is to help communities, businesses and schools achieve recognition as Bicycle Friendly through collaboration and by leveraging the area's many resources via collegial action, supplementing existing resources with grants, scholarships, information-sharing and encouragement. For more information, see www.bikefriendlykalamazoo.org.

The Kalamazoo County Public Art Commission (KCPAC) was founded in 1981 under an Urban Cooperation Act agreement between Kalamazoo County and the cities of Kalamazoo and Portage,

Michigan. Its volunteer members advocate for and support public art by providing recommendations and resources which establish best practices for public art projects. The Kalamazoo County Public Art Commission also recognizes that a vibrant community depends on something in addition economics. Art is a powerful tool that evokes reflection and emotion. Without uttering a single word, artists can enlighten, educate and affect change around the world. For more information, please contact: publicart@kalamazooarts.org

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Caption: “As Seen From The Spokes” by Haley McAndrews. One of the winning entries in Bike Friendly Kalamazoo’s 2021 Bike Art Competition. Bike Friendly Kalamazoo’s 2021 Bike Art Competition.

