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PRESS RELEASE

For Immediate Release

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HERMOSA BEACH MURALS PROJECT

Key leaders in the Hermosa Beach community have joined together to take on an exceptional mission, one that will enhance Hermosa Beach and allow its historical significance to be viewed for many years to come by locals and tourists alike - the Hermosa Beach Murals Project.

Its first meeting on Monday, January 25, at the Historical Society attracted over 75 interested members of the Hermosa Beach community. With the creation of 4 Committees - Public Relations and Marketing, Fundraising and Membership, Site Selection, and Theme and Concept, the Project organizers will locate a proposed 10 mural "sites", develop a theme for each and promote these sites through community involvement - from Hermosa Beach Schools and Student activities to Guided Walking Tours.

A group of Hermosa Beach residents travelled to Santa Paula this past year and viewed their murals on a walking tour. Witnessing how these attractive murals not only improved the appearance but also the economical growth of Santa Paula. These individuals returned to Hermosa Beach and formed the Hermosa Beach Murals Project. Through inspired research, they discovered that the thousands of other cities across America who have benefited from Murals, also.

As a non-profit 501(c)3 group, the Hermosa Beach Murals Project will "educate the youth and the public on the rich and eclectic wonderment that makes Hermosa Beach a unique city" per Board member Don DeMaderios. As there has been an "explosion" of murals across America in the past 10 years, this project will join talented artists, business owners, the local schools, and residents together, making Hermosa Beach an artistic family-oriented destination spot to both visit and live in.

The Hermosa Beach Murals Project - Making a positive impact on Hermosa, One Wall at a Time.

For more information, go to www.hermosamurals.org.

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