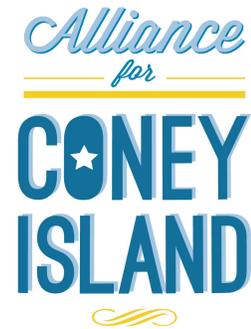


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For Immediate Release:

CONEY ISLAND BEAUTIFIES STOREFRONT GATES TO BRING VIBRANCY TO AREA AMID COVID-19 PANDEMIC

Coney Island, September 28, 2020 – While COVID-19 may have prevented several stores from opening this season, it did not stop the creative nature that thrives in Coney Island. On Wednesday, September 30th, 2020, the Alliance for Coney Island will unveil several new public art murals that have brightened storefront gates and walls through their **People’s Playground Mural Project**.

Featuring New York-based artists [Amethyst Nutting](#), [Danielle Mastrion](#), [Julia Cocuzza](#), [Megan Watters](#), [Nell Breyer](#), and [Zeehan Wazed](#), the People’s Playground Mural Project was inspired to create a welcoming environment and make a positive impact on the community by bringing public art to the streets of Coney Island for all to enjoy. The murals are largely focused on the Surf Avenue corridor in the Amusement District, painting gates of seasonal businesses that typically close in the Fall and don’t reopen until the Spring. These businesses include Coney Island Beach Shop, Coney Island USA’s Shooting Gallery, Fly Wheel Eats at Luna Park in Coney Island, Pete’s Clam Stop, and the wall of Sneakertown USA that is located on West 15th Street between Surf and Mermaid Avenue. By painting the gates, the Alliance hopes this art will bring a new element to the Coney Island landscape and encourages New Yorkers to wander the streets to view the artwork starting this week through 2021 while supporting our small businesses that are open.

We invite the press to join us for a walkthrough on **Wednesday, September 30th at 11 am** to view the artwork. The walkthrough will begin at 1000 Surf Avenue, Brooklyn, NY 11224.

“We are honored to have worked with these talented artists and our merchants to bring art to the streets of Coney Island. This initiative is just the start and we are ecstatic to already see the engagement and interest from residents and passerbys. Anything that brings joy and excitement to our Coney Island community during this difficult time is a much needed distraction. We encourage New Yorkers to visit us and experience the work in person while supporting our local businesses and the New York Aquarium,” said *Alexandra Silversmith, Executive Director of the Alliance for Coney Island*.



Alliance for Coney Island

The not-for-profit Alliance for Coney Island, Inc. is a private-public partnership dedicated to continuing the year-round revitalization of Coney Island. The Alliance represents local businesses, nonprofits, and the community, with support from the New York City Council, the Brooklyn Borough President, and New York City Economic Development Corporation. More info at www.AllianceforConeyIsland.org.

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