



PRESS RELEASE



FREDERICTON'S NEWEST MURAL TO BE INSTALLED ON THE TRAIL-FACING WALLS OF THE NBEX HORSE BARN

FREDERICTON, NB – FEBRUARY 20, 2021 – Today, the **Fredericton Trails Coalition** and the **New Brunswick Provincial Exhibition (NBEx)**, announced the launch of a new project to transform graffiti-plagued NBEx horse barn walls facing the Valley Trail into beautiful art.

The Coalition and NBEx have teamed up to oversee the creation of the Valley Trail NBEx horse barn mural. They have issued a call for artists with experience designing and painting murals, with the intention of having the project completed on September 10, the start of the 2021 New Brunswick Exhibition.

The goals of this project are to bring back a sense of pride to the community and those using the trail, and to make the neighbourhood more welcoming and walkable. "Murals have been shown to reduce and even eliminate graffiti and tagging – in fact, communities across Canada, including Moncton, Halifax, and Toronto, use artistic murals to transform neighbourhoods where tagging and graffiti are traditionally a problem." Said André Arseneault, President of the Fredericton Trails Coalition.

The mural will showcase the past, present and the future of the New Brunswick Provincial Exhibition, its role in promoting innovation in agriculture and agricultural practices in New Brunswick, and Fredericton's attachment to horses and to harness racing.

Mike Vokey, Executive Director of the NBEx, sees the mural as a centrepiece for showcasing the exhibition's agricultural legacy: "As the exhibition grounds are being reimaged through the ongoing site development plan consultations, the mural will form part of the NBEx's overall plan to capture in art, the role that the exhibition grounds have played in our community and in New Brunswick over its long and storied history, beginning in 1827".

The Valley Trail NBEx horse barn mural will be funded by donations and in-kind contributions. Both NBEX and Cummins Canada LLC, which recently adopted the segment of trail parallel to the mural through the Coalition's Adopt-a-trail program, have pledged to provide in-kind support for equipment and labour. In addition to fundraising, the Coalition will apply for grants and will provide seed money for artist fees.

The Fredericton Trails Coalition will manage the Valley Trail NBEX horse barn mural project and oversee the process to select artists who will create the mural. Submissions will be judged by a panel of members from the Coalition and NBEx, as well as Fredericton designers and artists and community members. It is expected that the winning submission will be announced in June 2021. The mural will be up for at least 5 years.

For more information about the Valley Trail NBEX Horse Barn mural project, go to www.frederictontrailscoalition.com

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The **Fredericton Exhibition Limited**, a non-profit organization established in 1827, maintains the 31-acre exhibition grounds and facilities in support of producing the annual New Brunswick Provincial Fair (NBEX) as well as a range of agriculturally focused activities for New Brunswickers. The organization also maintains the use of its facilities as a community centre for various non-agricultural events including entertainment, trade shows, festivals, and cultural and recreation events. The exhibition grounds are located on Wolastoqiyik traditional territory.

The Fredericton Trails Coalition is a community-based, non-profit organization promoting environmentally friendly active transportation along Fredericton's recreational 'green-way' trail system. The Coalition registered as a charity in 1993 to advocate on behalf of trail users and organizations to promote and ensure the safety, usability, and security of the City of Fredericton's recreational trail system. The Coalition also manages many trail related programs, including the Adopt-a-trail and most recently, the Light the Trail initiative for better night-time lighting on trails.