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May 8, 2024



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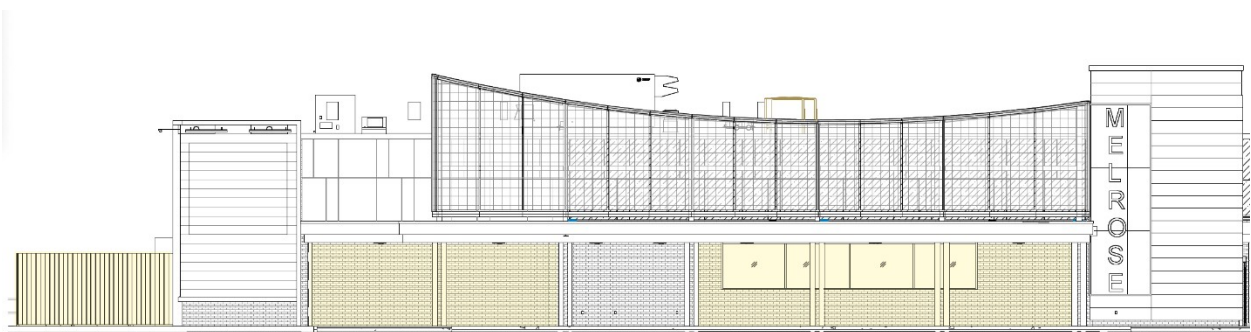
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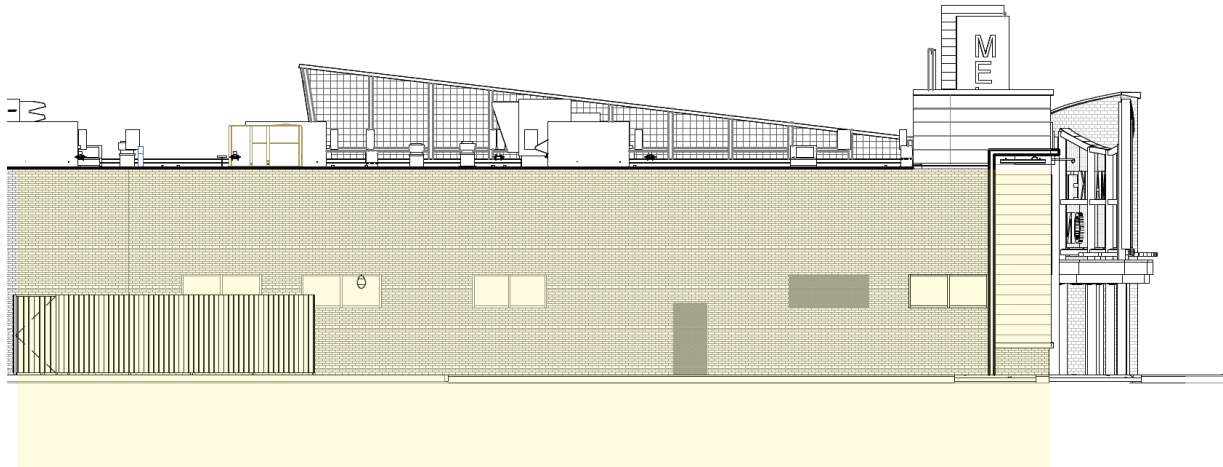
Melrose Plaza Opens Call for Artist Submissions for New Mural

ROANOKE, Va. (May 8, 2024) – Calling all artists and visionaries! Melrose Plaza is looking for artist submissions for a vibrant community mural that celebrates our diverse and thriving hub.

Located at the heart of the Northwest Roanoke community, Melrose Plaza will be a cornerstone offering affordable food, essential family health services, educational advancement, career opportunities, financial services, and an array of other vital resources.

The mural, which will wrap around two sides of the Melrose Plaza building on Melrose Avenue and 24th Street, will have an estimated total mural space of 1,758 sq. ft., making it a can't-miss focal point for the neighborhood.





“We want this mural to honor the history of Northwest Roanoke while celebrating a big step forward in revitalization through Melrose Plaza,” says Zenith Barrett, Vice President of Advancement, Goodwill Industries of the Valleys. “The selected mural will reflect the spirit of unity, diversity, and empowerment that defines our community.”

Melrose Plaza and Goodwill Industries of the Valleys invites artists of all backgrounds and styles to submit proposals for a mural that captures the essence of the new cultural community center as a welcoming space where individuals and families can access essential services and opportunities to thrive.

The pillars of services offered at Melrose Plaza will include Market on Melrose, the first full-service grocery store to operate in Northwest Roanoke in decades; Bank of Botetourt, a banking branch to bring financial wellness and empowerment; Wellness on Melrose, a wellness center that will offer convenient access to healthcare services; and The Excel Center®, an adult high school that allows students to earn a high school diploma. In addition to these services, Melrose Plaza will be home to celebrations and exhibits that explore the history and culture of the local area.

One of the inspirational symbols for the Melrose Plaza logo is the Sankofa bird, derived from an African proverb that translates to “It is not wrong to go back for that which you have forgotten.” This is the foundational principle of Melrose Plaza as it seeks to restore greatness in Northwest Roanoke.

Submissions must be received by June 28, 2024, to be considered. The project will be awarded in August. Artists will be able to start working on the mural no earlier than September 3, with completion before October 31.

To submit a proposal for the community mural at Melrose Plaza, please visit: <https://roanokearts.org/melrose-plaza/>

For specific questions about the application process, contact Douglas.Jackson@roanokeva.gov or 540.853.5652.

For more information about Melrose Plaza, additional site details, or to arrange to visit, please contact ddavis@goodwillvalleys.com or 540.915.8240.

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About Melrose Plaza

A transformational community center, Melrose Plaza will lift up the Northwest Roanoke area and create access to resources where they currently do not exist. Roanoke was once home to the Valley's Black Wall Street. Now, Melrose Plaza honors this legacy by restoring vital, life-enhancing services to the Northwest area—an area that was decimated by urban renewal. Among its many goals, Melrose Plaza will help restore cultural richness to the community.

About Goodwill Industries of the Valleys

Goodwill Industries® of the Valleys serves 35 counties and 14 cities throughout Central, Southwest, and Southside Virginia. Our vision to eliminate poverty is fueled by our mission of empowering individuals, strengthening families, and inspiring communities. Your donations and shopping allow Goodwill® to provide skills training, job placement, and support services to help people achieve their fullest potential. Visit goodwillvalleys.com for more information.

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