



Mississauga • Brampton • Caledon

The future rests in our helping hands

FOR IMMEDIATE RELEASE

Volunteers Help Make Meadowvale Mural Project a Success

June 27, 2011 – Brampton, ON – Residents of the Meadowvale community can enjoy a leisurely stroll along the trails of the Lake Aquitaine/Wabukayne neighbourhood, all thanks to close to 200 volunteers who have participated in a Meadowvale Mural project. The project is an effort to beautify the community through creativity and crime prevention. Under the supervision of Volunteer MBC, the City of Mississauga Parks and Forestry Division and a mentor artist the project has engaged local area students, residents, seniors and corporations in the painting of murals on three underpasses where concrete surfaces were previously vandalized with graffiti.

Since the beginning of April, volunteers of all ages have lent their abilities, talents and dedication to help beautify their local park to regain ownership of their neighbourhood and to recover a sense of community pride. The Meadowvale Mural project has been made possible by the generous support of the United Way of Peel Region's Neighbourhood Development Grant.

"We are so very pleased with the outcome of the project," said Carine Strong, Executive Director of Volunteer MBC. "Last year we had also partnered with the City to co-ordinate volunteers to help out with a similar project in the Central Parkway area, but this year's project is even more of a success as the volunteers have shown incredible patience and on-going dedication since Mother Nature has not been as co-operative this time around." The project commenced in mid-April, but has faced some challenges with regards to extreme weather conditions varying from snow flurries, torrential downpours and high humidity. "The biggest challenge we had to overcome was the humidity as concrete in the overpasses retains water so the paint would either run down the walls, or completely smear," said Hazel McColl, Parks and Forestry Program Coordinator from the City of Mississauga. "However, you would never realize these challenges today when seeing the final murals as the artwork is absolutely stunning, with an abundance of colour and creativity."

Students from the Peel Alternative School who had volunteered at the project visited the park recently to see first-hand the results of their efforts. Students were presented with certificates of recognition by Volunteer MBC and were treated to a pizza lunch, which was provided by Pat Saito, City and Regional Councillor of Ward 9. "I am delighted by the many positive comments I have received from residents who have seen the murals," stated Councillor Saito. "I am also impressed by the enthusiasm and dedication of the students, city staff and volunteers involved in this initiative as well as the many local residents who joined them. I know that they will have fond memories of their time spent painting the mural and will be able to point out the particular sections they worked on when they walk by the underpasses."

###

“I think this project is so amazing,” said Laura Pickering, Youth Worker at the Peel Alternative School, who attended the lunch with her students. “The students have truly been working hard and had so much fun. I have enjoyed seeing them on a different level and interact in such a positive way with the artists and the other volunteers. Thanks again for giving our students this opportunity.”

With the completion of the Meadowvale Mural project, Volunteer MBC and the City of Mississauga extend an invitation to the residents and their families to come out and visit the Lake Aquitaine and Lake Wabukayne trails to view the three murals and to celebrate the beautification of their local parks. Comments and/or feedback about the project can be directed to Volunteer MBC by email at info@volunteermbc.org.

Volunteer MBC is a volunteer centre serving the cities of Mississauga and Brampton, and the Town of Caledon. The centre offers a referral and matching service for volunteer placement within the community for all ages. They also provide education and support for volunteers and community service agencies and organizations, and serve the corporate community with various programming services that engage individual and team volunteering. Additionally, the centre strives to be a strong voice to support and promote volunteerism.

Volunteer MBC is a member of the Community Door, which is located at 7700 Hurontario Street, Unit 601, in Brampton. A new Mississauga location will be announced shortly. A satellite location is also planned in Caledon in the future. For more information about the volunteer centre, and to access their on-line volunteer opportunities database, visit www.volunteermbc.org.

- 30 -

For more information or media inquiries, contact:

Sharon Clark-Koufis
Marketing & Communications Manager
Volunteer MBC
P: 905.238.2622 ext. 221
C: 416.433.0639
E: media@volunteermbc.org



Photo Caption:

Pat Saito, City and Regional Councillor of Ward 9;
Carine Strong, Executive Director of Volunteer MBC;
and a student from St. Elizabeth Seton Catholic Elementary School
having some fun at one of three underpasses where murals
were painted as part of a beautification project
along the Lake Aquitaine and Wabukayne trails.



Photo Caption:
A sampling of one of the three murals that were painted;
this one is specifically located under Glen Erin Drive,
north of Britannia Road West.