



## MEDIA RELEASE

### For Immediate Release

### Call for Artists to design artistic and unique “Key to the City” released

**Niagara Falls, ON, April 1, 2016** - The Mayor’s Office is seeking submissions from artists in Niagara Falls for the creation of an artistic and unique Key to the City. All residents of Niagara Falls, Canada are eligible to apply. Anyone with a creative, innovative or imaginative design idea for the project is encouraged to send their submission to the selection committee.

The Mayor’s Office is seeking five artists in total, to create one key each. Each artist who is selected will be paid an honorarium of \$100 for their key creation. The project is specifically looking to artists to embellish or creatively prepare art on a pre-fabricated key that will be given to each artist to design. Once the artistically embellished keys are completed by the artists, they will be collected by and become the property of the Mayor’s Office.

All of the specific details about the scope of the project, selection criteria and more can be found in the Call for Artists at [www.niagarafalls.ca](http://www.niagarafalls.ca)

Keys to the City are given out by the Mayor to honour particular citizens, sometimes visiting dignitaries, visionaries or Niagara Falls ambassadors. Receiving the Key to the City is considered the highest honour or most notable gift that is presented by the Mayor’s Office. In the recent past, Key to the City recipients have included Niagara Falls native music producer and performer Deadmau5, Joel Zimmerman, as well as notable lawyers who hailed from Niagara Falls, brothers Eddie and Brian Greenspan.

Submissions for the Key to the City art project will be accepted from today until Friday, May 6, 2016 and must include:

- A description of the proposed work
- A bio of the resident or artist
- A rough sketch of the proposed artistic embellishments of the pre-fabricated key

This call is supported by the Niagara Falls Arts and Culture Committee, the Recreation and Culture Department and the Mayor’s Office in the City of Niagara Falls. Submissions are being accepted online at [www.niagarafalls.ca/keys](http://www.niagarafalls.ca/keys)

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### For more information, contact:

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