



March 30, 2015

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MEDIA ALERT

The Minneapolis Foundation Kicks Off Centennial Celebration With Massive Street Painting in IDS Crystal Court Monday, April 6 at 12:30 p.m.

*Award-winning Artist to Spend Two Days Creating 3D Vision of City's Future to
Commemorate Foundation's 100th Anniversary*

WHAT: In a live art marathon that will kick off The Minneapolis Foundation's 100th anniversary, award-winning artist Shawn McCann will spend two days creating a large-scale, indoor street painting depicting his vision of the future of Minneapolis. McCann's image will feature an optical illusion to create a 3D effect when it's viewed from a certain vantage point. The piece will remain on display on the floor of the IDS Crystal Court for just a few days, creating a temporary "must see" for Twin Cities residents.

WHEN: 12:30 p.m. on Monday, April 6, 2015

Press Conference with Minneapolis Mayor Betsy Hodges and Minneapolis Foundation President and CEO Sandra Vargas.

Artist Shawn McCann will be working on the street painting in the background of the press conference and will continue work on the piece until 6 p.m. on Tuesday, April 7. The street art will remain on display in the Crystal Court until the evening of Friday, April 10.

WHERE: The Crystal Court of the IDS Center, 80 South Eighth Street, Minneapolis

WHY: The Minneapolis Foundation, which is housed in the IDS Center, commissioned the 3D street painting to kick off a season of community events celebrating its Centennial. The Foundation was established in 1915 to enable residents from across the community to pool their charitable giving for greater impact. One of the first community foundations in the world, The Minneapolis Foundation was a pioneer in a philanthropic movement that now includes more than 1,800 place-based foundations worldwide. By the end of 2015, the Foundation will have granted an estimated lifetime total of \$850 million to improve the

lives of Minnesotans and people around the world. Learn more about the Foundation's history and upcoming Centennial events at www.mpls100.org and in the enclosed press release.

WHO: Shawn McCann is a Twin Cities-based artist whose work encompasses street painting, murals, fine art, children's books, installation art and commercial illustration. Learn more about his work at www.shawnmccann.com.

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