

NEWS RELEASE

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New banners add colour and vibrancy to Nanaimo streets

2020 design recognizes Rotary's 100 years of service locally

To recognize and celebrate a significant milestone for local Rotary Clubs, the City of Nanaimo invited artists to reflect on the service club's areas of focus and create street banner designs as part of a competition. A playful, eye-catching design by Amy Pye was selected for 2020 from a number of submissions.

"My goal with these banners was to visually embody the core values of Rotary. I've had the pleasure of attending several Rotary meetings, and I feel confident that these banners speak to the wonderful things that they do for the community," says Pye. The design by Pye, rendered in Rotary's blue and gold colours, includes graphics that point to the club's commitment to promoting peace, fighting disease, supporting education, as well as their other areas of work.

Rotary is a worldwide network committed to community service. Clubs have contributed to realizing many projects in our region, from providing funding and support to local community organizations, to the creation of the Rotary Centennial Peace Garden, a project currently under construction at Maffeo Sutton Park. The garden will include seating areas will provide a peaceful space for connection and reflection for our community into the future. Rotary President, Janeane Coutu says, "We look forward to a second century of service with our Rotary family to make the world a better place in which to live and work."

Based in Nanaimo, Amy Pye is the award-winning principal at Pye Design and is a community-minded entrepreneur. She has worked in communication design on Vancouver Island for over 15 years and has led initiatives to supply coats and school supplies for kids, an awareness campaign on violence against women, as well as other impactful projects.

Julie Bevan, Manager of Culture & Events at the City of Nanaimo says, "Amy's design connects with and celebrates Rotary, which was the original intention of the project, but beyond that, I think the graphics on the banner will resonate with people in different ways, especially as we continue to navigate the current health crisis as a community. At a time when issues around health care and science are at the forefront, when learning is taking place in new ways, when we're thinking about how we're connected globally, Amy's banner seems especially relevant, and we hope people take notice and appreciate the project as one that contributes to pride of place."

Images of the work will be shared via the City of Nanaimo's website and @Culture_Nanaimo Instagram channel. Interested in future artist opportunities? Contact cultureandevents@nanaimo.ca to be added to our Artist Contact List.

Continued... New banners add colour and vibrancy to Nanaimo streets

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