



**PRESS RELEASE FOR IMMEDIATE RELEASE**

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**ABC for Health Launches Mural Project**

**Madison, WI-** Today, ABC for Health, Inc. is kicking off the **ABC for Health Mural Project**, a year-long endeavor to refresh the art on the downtown Madison building's western facing façade.

ABC for Health's beautiful and eclectic building sits on the corner of Mifflin and Bassett Streets in Downtown Madison's Capitol Neighborhood. The site, the longtime host to community-centered businesses and projects, has taken advantage of its large brick canvas, hosting advertisements and colorful murals over the last 5 decades. In that time, the mural has seen four different iterations, the most recent and current version completed in 1987.

"Now, we seek your input and support on deciding what comes next," says Bobby Peterson, Executive Director of ABC for Health, Inc. The agency today is launching its mural project webpage where the community can stay up to date on the project's progress, contribute to a project fundraiser, or respond to a call for artists:

<https://www.safetyweb.org/mural.html>

Peterson continues, "Our goal for this mural project is to continue to adorn our wall with public art that commemorates the culture and traditions of the Mifflin Street community. We seek to honor the present values of the city, our nonprofit organization, and new neighbors. We also want to set our sights on the future of Madison, and hope to have a mural that encourages a vision forward with optimism, hope, and progress."

ABC for Health says it is now seeking proposals from artists with experience in arts for the design and execution of a mural that honors the unique history of its Madison, Wisconsin community, while integrating the mission of its agency with stories from the lives they have touched. ABC for Health envisions themes of diversity, inclusion, & innovation in the Mural Project's overall mission: Commemorating the Past. Honoring the Present. Setting Sights on the Future.

*Celebrating 25 years in 2019, ABC for Health, Inc., is a Wisconsin-based, nonprofit, public interest law firm dedicated to linking children and families, particularly those with special health care needs, to health care benefits and services. ABC for Health's mission is to provide information, advocacy tools, legal services, and expert support needed to obtain, maintain, and finance health care coverage and services.*

