



CITY OF PEEKSKILL

OFFICE OF THE MAYOR

John G. Testa
Mayor

New Mural Showcases Peekskill Artist District, Retail Community.

*Mural By Artist District Resident Puts City's Strengths On Display, Will
Be Seen by Thousands Each Day, Demonstrates Business
Improvement District at work.*

Program Was Sponsored by Peekskill BID. Dedication Scheduled For 11:00 a.m.,
Saturday, Sept. 9 at Corner of Main and South James Streets.

For Immediate Release

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**Contact: Mayor John Testa
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PEEKSKILL, NY—Thousands of drivers a day will be getting a beautiful and forceful reminder of the pace of this city's revitalization with the unveiling of a new mural promoting Peekskill's retail base and artist community.

Located 1037 Main Street at the corner of Main and James streets, the mural is on the east wall of one of the city's most unique and visible buildings. Faced with black terracotta tile and adorned with stainless steel trim, the structure houses both the Hudson Valley Health Center and Peekskill Paint and Hardware.

“There was a sign on the wall that was faded and worn out,” says Joe Lippolis, president of the Peekskill Business Improvement District, which sponsored the project. “We wanted to update it a little bit, make it fresher,” says Lippolis, who is also owner of Rivertowns GMAC Realty.

“This is another sign of the importance of the Peekskill BID as a force for progress in our community,” says Peekskill Mayor John Testa. “We live in a highly competitive world. By promoting the Artist District and our retailers, the BID is giving our downtown the focused, dedicated support it so urgently needs.”

“With this project, the BID is doing the kind of job it was meant to do—reinforcing the City’s economic, commercial and promotional infrastructure,” Lippolis says. “Last year, the BID helped create a new landmark when it installed the town clock on Bank Street. This year we’re continuing that effort by creating a mural that pays tribute to our city’s past, present and future,” he says. “It’s great to put these positive landmarks in place.”

An official dedication of the new mural will take place on Saturday, Sept. 9 at 11:00 p.m. at the Mural’s site at 1037 Main Street, which is on the corner of South James Street and Main. Mayor Testa and BID president Lippolis will be present, as will muralist Laura Cameron. At the suggestion of some BID members who were concerned about the old sign’s condition, Artist and recent Peekskill resident Cameron approached the BID about creating a replacement. The BID then approached the Peekskill Arts Council to make sure all those who were interested in the project had a chance to offer their services. Cameron proved the winner.

“She brought us the idea, but we thought it was important we give the rest of the artist community a chance to kind of bid on the project,” Lippolis says.

Longtime artist Cameron painted her first mural in high school, “about a million years ago,” she says. She moved to Peekskill after hearing about the Arts District, and has rented a loft and opened a storefront shop on Division Street with her husband.

Cameron featured Peekskill Bay in her mural because “it’s where everything in the City seems to come to a focus,” she says. Besides the Bay, the mural features historic ships and flowers and plant life.

Peekskill has been a very welcoming place since she’s moved here, Cameron says. When it came to creating the mural, Peekskill Paint and Hardware proved extraordinarily helpful, she says, providing everything from running water to the use of some scaffolding for free. “People have been very welcoming here. It’s a friendly, funky little city,” she says.

For more information, call Mayor John Testa at 734-4105.

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