



(For Immediate Release)

## **“WE ARE GUAM, WE ARE BARRIGADA” MURAL UNVEILING THIS WEEKEND**

(Friday, April 9, 2010; Tumon, Guam) Guam Visitors Bureau (GVB) is pleased to announce the “We Are Guam, We Are Barrigada” mural is scheduled to be unveiled on Sunday at 11 a.m.

The mural, located between Pizza Hut and Crown Bakery on Route 10 in Barrigada, marks the third in a series of 19 murals being completed as part of GVB’s “We Are Guam” branding initiative. The 7-foot by 180-foot project depicts the many facets of Barrigada with an emphasis on academia, sports, faith and tradition drawn into the lettering of the village name.

Timing for the unveiling will coincide with the annual San Vicente Ferrer fiesta, and will be a featured attraction on the village fiesta tour organized by GVB.

“This unveiling brings us one step closer to implementing murals in each of our villages,” said GVB General Manager Gerald S.A. Perez. “Not only does it extend our branding initiative to Barrigada, but it also gives the residents there something to be proud of.”

Local artist Ariel Dimalanta, a resident of Barrigada, designed and produced artwork for the mural. Speaking of his role, Ariel said, “it’s all about pride and contributing to the place I call home.”

Community volunteers from village sports teams, students and the Barrigada mayor’s staff helped paint Dimalanta’s design on the wall. GVB Cultural Heritage Officer and Barrigada resident Sonya Lujan-Sellers said, “I’m so happy to share what is special about Barrigada with the rest of the world.”

“A lot of people who live in Barrigada had a hand in this, which really adds to the pride we have for it,” said Barrigada Mayor Jessie Palican. “We want to empower our residents with a sense of ownership and promote community service to our youth.”

Each village will have the opportunity to incorporate their unique characteristics through the “We Are Guam” mural project. Local artists designed the artwork based on input from village mayors incorporating the Guam brand signature mark.





Local artists and volunteers are painting murals in Hagåtña and Inarajan. Artwork for the Mongmong-Toto-Maite mural is under review, and will start soon. Community and professional organizations and individuals are encouraged to volunteer and contact their village mayors for details.

Paint and art supplies for the Barrigada project were generously donated by Benson Hardware.



(Original Artist Rendering by Ariel Dimalanta)

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