

DOWNTOWN ECO-ART PROPOSAL

Purpose: To help downtown businesses in their recovery efforts. Climate Art visuals connect with foot traffic and shoppers. Tag line: "Shop Downtown for a Green Rebound". Eco Art Awards presented to the top young artists in each category.

For this campaign we are seeking partners and support by Downtown Businesses, Youth Leadership Commission, Walnut Creek Downtown, Chamber of Commerce, Art Commission, Bedford Gallery and Walnut Creek's Sustainable Action Plan Stakeholders.

Eco-Art posters to be posted by downtown merchants and on windows of shuttered stores. "Shop Downtown for a Green Rebound" climate art posters will attract foot traffic and shoppers to help in the recovery process. The Eco-Art competition is an educational reminder of what each of us needs to do on a regular basis to fight climate change.

The successful Sustainable Lafayette's Kids Climate Art Posters (see link below) is proof that there are plenty of talented artistic youths who would support downtown businesses in their recovery effort while competing in Walnut Creek's Eco-Art program. Hyper Links are included below as examples of like projects.

Thank you,

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<https://www.sustainablelafayette.org/single-post/kids-work-to-stop-climate-change-one-poster-at-a-time>

<https://www.theguardian.com/environment/gallery/2008/oct/21/climatechange>

<https://kids.nationalgeographic.com/explore/nature/paint-for-the-planet/>

<https://teachers-climate-guide.fi/visual-arts/>