



A large street art mural by Grand Islander Ali Price is near completion in the Village of Youngstown. She is pictured working on the building, located at 134 Lockport St., and owned by Cherie and Joe Serafin.

## Grand Island artist creates first street art mural in Youngstown

The Village of Youngstown joins the street art scene with its first mural, designed and executed by Alessandra Price, a native Grand Island artist and graphic designer.

The mural takes more of a historical approach with its depiction of the famous landmarks for which Youngstown is best known. Price decided the typography and look should resemble a treasure map.

The visitors and residents of this area often think of their community, in this small corner of Western New York, as a "treasure" that should be celebrated.

Cherie and Joe Serafin, who own the building, commissioned the mural, and both have been on site helping whenever possible.

The Serafins don't live far from the building on which the mural is located, at 134 Lockport St. They are huge supporters of the community and enjoy many of the unique features Youngstown offers.

Joe, in particular, is an avid windsurfer, and both enjoy boating on Lake Ontario. The church where they exchanged their vows, along with many other landmarks that are near and dear to their hearts, are shown in the 840-square-foot mural.

Cherie and Joe both expressed their excitement and joy as the mural approaches its completion. Joe said it best: "It has been awesome to see Ali bring to life something Cherie and I have been dreaming of for so long."

Price graduated with a Bachelor of Fine Arts in graphic design from SUNY Purchase. Her focus wasn't in one particular medium, but in the idea that design can communicate a message and tell a story all with one image. When asked to do the mural, Price wanted it to be informative and encompass the spirit of the Village of Youngstown. She chose to do a treasure map of Youngstown as its first mural because, with the map design, she was able to convey the nautical, historical and playful feel of this small community in Niagara County.

Price expects it to be complete after this weekend.

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## 10th annual Project H.O.P.E.

North Tonawanda Mayor Arthur G. Pappas and Niagara County Legislator Jesse Gooch, proprietor of Painters Plus, announced the 10th annual Project H.O.P.E. ("Helping Others Paint Exteriors"), a citywide contest for a free exterior home paint job, will take place Saturday, Sept. 12.

For the 10th year in a row, Gooch will team up with Pappas and other city officials to assist with the project. In addition, members of the Chamber of Commerce of the Tonawandas and local businesses will support the event.

"It has always been my passion to help people and to make a difference in my community," said Gooch, noting a desire to prevent the onset of blight in North Tonawanda is at the heart of Project H.O.P.E. "During these tough economic times, it has been a

struggle for people to maintain or improve their homes. I have seen many homes in the area that have loose and peeling paint, dingy colors and rotted siding."

The winner of Project H.O.P.E. will have their home pressure washed, primed and painted by the Painters Plus team and volunteers. Gooch plans to select a person or family that is either disabled, elderly, suffering financial hardships or a disabled veteran.

Pappas said, "I am excited to be a part of this project for the 10th year of its existence. I can't thank Jesse and Painters Plus enough for their investment in our city. For the past nine years, Project H.O.P.E. has helped change homes, neighborhoods and lives. I am sure this year will be no different."

The paint for Project H.O.P.E. will be provided by Sherwin Wil-

liams, located on Meadow Drive. A local restaurant will provide lunch food for the volunteers.

Applications for Project HOPE may be submitted three ways:

- ✓ Online at [www.PaintersPlus.us](http://www.PaintersPlus.us).
- ✓ Mail a letter to Painters Plus at 800 Walck Road, North Tonawanda, NY, 14120.

- ✓ Pick up an application at City Hall or the Chamber of Commerce.

Applicants are asked to, in a short paragraph, introduce themselves, explain their particular hardship situation, and provide pictures of their house. They are also asked to provide their name, address and a telephone number where they can be reached.

Application deadline is Friday, Aug. 28. The winner will be selected Tuesday, Sept. 1. More information is available at 693-PLUS (7587) or [info@paintersplus.us](mailto:info@paintersplus.us).

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Note: hand sanitizer will be available and face covering is mandatory for in-person interviews.

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EOE