

PRESS RELEASE

Contact: Lisa Packard, Executive Director
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Date: November 7, 2017

Re: THE ANTI-GRAVITY PROJECT in EAU GALLIE ARTS DISTRICT
www.Anti-GravityProject.com

The Anti-Gravity Project is a 10-day multiple mural installation with daily happenings in the Eau Gallie Arts District beginning on Black Friday, Nov 24 until Sunday, Dec 3. It will feature multiple mural installations, live art demonstrations, live music, gallery exhibitions, illustration battles, interactive games and pop-up shops and local fun. Anti-Gravity Project will unite community volunteers, local, national and international art rock stars to create nearly a dozen murals over a 10-day explosion of creativity.

The event Web site and Facebook page will post the scheduled daily events as they draw closer. The official launch is Friday, November 24, at Intracoastal Brewing Company and it is BYO. One mural will already be completed at Intracoastal Brewing Company by that date.

EGAD is also raffling off the coolest car ever -- a 2006 Mazda 5 Touring Minivan -- for just \$25 a ticket. It will "muralized" by the artists. The winner will drive away in a fully functional, working vehicle that will be a true original work of art. Tickets are on sale now on the event website.

On Saturday, Dec 2, we are hosting the Anti-Block party on Highland Ave featuring food trucks, live music and all kinds of creative activity.

How is this happening? Led by our title sponsor, Craig Technologies, Slug-a-Bug, Foosaner Art Museum, Bros. Roman, Real Estate Direct, and a host of other visionaries have sponsored this event. Sponsorships remain open and donations are most welcomed on the main web site.

Why is this happening? Because murals bring life and awareness to a community. The economic benefits of installing quality murals stems from creating a sense of place where people want to come, bring their friends, shop, hang out, and open businesses. EGAD began its Outdoor Museum in 2011 with the first murals, which were later added onto with the infamous shark mural (giving birth to the Sharking Lot). The arts district curates the finest street artists and muralists to build a reputation in the arts world and elevate EGAD beyond its borders.

Want to make it a weekend? We have partnered with the Crowne Plaza Melbourne-Oceanfront and have a special room rate. Say you're checking in for the weekend under the ANTI-GRAVITY RATE -- <http://www.cpmelbourne.com/>.

The event website is www.anti-gravityproject.com.

[Facebook.com/anti-gravity-project](https://www.facebook.com/anti-gravity-project)

For more information about EGAD, please visit our website--eaugallieartsdistrict.com

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