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For immediate release

Prost! To MillerCoors, Mural Artist at South Shore Terrace, Oct. 19

Milwaukee (Oct. 14, 2016) – Milwaukee County Executive Chris Abele and County Board Supervisor Marina Dimitrijevic announced today that the public is invited to raise a glass to honor MillerCoors and Chris Vincent, the owner of Murals by Design, who recently completed the second mural at Miller 1855 at South Shore Terrace.

The celebration will begin Oct. 19, at 4 p.m. with a keg tapping, toast to the artist, and free beer while the supply lasts. Evan & Tom Leahy Band will perform from 4-7 p.m. South Shore Terrace is located at the beachside level of the pavilion in South Shore Park, 2900 S. Shore Drive.

“I am grateful for our partnership with MillerCoors and their support of projects that make Milwaukee a better place,” Abele said. “Their commitment to water health and water stewardship has reenergized Bradford Beach and now South Shore Terrace. In addition, with these murals, we offer yet another point of pride in the community.”

“This beautiful mural tells a story of the rich history of Bay View,” Dimitrijevic said. “We are a diverse community with great workers’ roots and beautiful architecture, as the mural so perfectly depicts.”

Celebrating the Bay View community, the 50-by-14-foot mural features historic buildings viewed from Lake Michigan and a banner proclaiming, “Bay View Creative Neighborhood Community.” Locals will recognize the South Shore Yacht Club, Beulah Britton House, Kneisler's White House, and Puddler’s Hall. Details include marina flags, an anchor, and the Queen’s Cup trophy. The Queen’s Cup is a signature boat-racing event of the South Shore Yacht Club.

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As an homage to the 14,000 workers fighting for an 8-hour workday during the Bay View Massacre, the mural's lower right corner is filled with the image of a campaign coin referencing "8 hours labor, 8 hours recreation, 8 hours rest."

"Working in Bay View for the past month has been a great experience," Vincent said. "This is such a creative community, with wonderful, positive, down-to-earth neighbors!"

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