

MEDIA RELEASE



Subject: **WALL TO WALL Murray Bridge – Festival Announcement**

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The Rural City Of Murray Bridge is excited to announce the launch of *Wall To Wall Murray Bridge* – a murals festival where locals can witness various new murals unfold in the Central Business District over five days from Wednesday 10 April and enjoy a free entry and all ages festival in Sixth Street on Sunday 14 April 2024.

Guided tours on the weekend will give participants a deeper understanding of the artists' practices, their history, motivations and experiences painting large-scale artworks in the public domain.

Self-guided tours will be easy and informative with maps that will become available closer to the event.

Mayor Wayne Thorley said that this an exciting opportunity for Murray Bridge to be marked as a prime destination for mural tourism.

"Council is thrilled to see this exciting event unfold not only as a celebration of public art but also a significant catalyst for economic growth, by attracting visitors from across our region and beyond," he said.

This project is brought to life with the support of the Restart Investment to Sustain and Expand (RISE) Fund – an Australian Government initiative. Council is collaborating with Juddy Roller to pave the path for Murray Bridge to join a stellar list of towns making their mark as mural tourism destinations.

Juddy Roller began *Wall to Wall* in 2015 in Benalla Victoria and it soon grew into the largest rural street art festival in Australia, as well as one of the most innovative community development programs nationally.

The artists will focus on themes identified throughout the *Silo Art* project's Community Engagement Process. The opportunity to deliver the *Wall to Wall* festival in Murray Bridge sprang from the *Silo Art* project that was unable to be realised due to circumstances beyond Council's control.

More information on *Wall to Wall Murray Bridge*, including event details, artists and mural sites will be released in the coming weeks on the Murray Bridge Regional Gallery website.

PROJECT PARTNERS



Australian Government

RISE Fund

