



FOR IMMEDIATE RELEASE
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Contact: Ariel Estrella (718) 254-9782
Ariel@groundswell.nyc

Mural Unveiling in the South Bronx

“Maneja Sobrio”/Drive Sober Declares Bronx Mural

Mural Dedication: Thursday, August 27 at 10 am

Location: 535 East 170th Street, Bronx, NY 10456

SOUTH BRONX, NY – A new South Bronx mural, located on a Food Bazaar Supermarket, reminds New Yorkers that their choices matter when it comes to reducing DWI crashes. When driving impaired, motorists are four times more likely to get into a crash than a sober driver. In collaboration with the NYC DOT and Bogopa Service Corporation, Groundswell youth artists served as ambassadors for safer streets by creating a 2,000-square foot collaborative mural that seeks to stop Driving While Intoxicated (DWI).

The mural, "The Crossroads / La Encrucijada," will be unveiled Thursday, August 27 at 10 am.

The youth artists researched, designed, and fabricated this mural with Lead Artist Raúl Ayala and Assistant Artist Ashton Agbomenou as part of Groundswell's flagship program, the Summer Leadership Institute. After engaging with NYC DOT representatives and neighborhood residents from the local Latino community, the team incorporated Spanish into their design.

The design for "The Crossroads / La Encrucijada" explores the consequences of driving while intoxicated. At the center, a man driving is at a crossroads of a decision. To the left, the mural depicts a bright red, hazy cityscape that signifies the effects of drinking while intoxicated. To the right, the mural has harmonious, cool colors with a scene of peace. The design gives its viewers the opportunity to observe the two options they have when facing the decision of driving while intoxicated. The phrase "Maneja Sobrio"/Drive Sober captions the mural in a bold declaration.

"It has been a joy working with the youth to better educate them on Vision Zero and develop this mural that will remind New Yorkers of the dangers of driving while under the influence," said NYC DOT Assistant Commissioner for Education and Outreach Kim Wiley-Schwartz. "Thanks to Commissioner Polly Trottenberg and Groundswell, residents in the South Bronx will have a daily reminder of the potential tragedies of DWI."

"During the planning process, the Food Bazaar family highlighted the need to represent the diverse community of the South Bronx while providing a very strong anti-DWI message. The 'Maneja Sobrio' caption accomplishes both of these tasks through its vibrant solution-oriented approach," said Spencer An, President of Bogopa Service Corp/Food Bazaar Supermarkets.

"The young artists on this team exemplified what it means to be artists with a vision for social change. They engaged the community, reflected the passion of our community partners, and grew as ambassadors for social justice," said Groundswell Executive Director Rob Krulak.

Through the process, youth became ambassadors for the issue. They saw starting honest conversations as the centerpiece of their action. "Using the knowledge that I have gained during the summer," said youth participant Malikah Mahone, "I am able to create dialogue with my peers and others about the efforts to stop DWI-related crashes across the city."

"The Crossroads / La Encrucijada" starts a conversation around safer streets and better decisions for the entire community.

About Groundswell

Groundswell, New York City's leading organization dedicated to community public art, brings together youth, artists, and community partners, to make public art that advances social change, for a more just and equitable world. Our projects beautify neighborhoods, engage youth in societal and personal transformation, and give expression to ideas and perspectives that are underrepresented in the public dialogue. www.groundswell.nyc

About NYC DOT

NYC DOT's mission is to provide for the safe, efficient, and environmentally responsible movement of people and goods in the City of New York and to maintain and enhance the transportation infrastructure crucial to the economic vitality and quality of life of our primary customers, City residents. NYC DOT's work is guided by Sustainable Streets, the Strategic Plan for the New York City Department of Transportation. NYC DOT seeks opportunities to create partnerships in the provision of transportation services through appropriate relationships and alliances. www.nyc.gov/dot

About Food Bazaar Supermarket

Bogopa Service Corp. is a privately owned company that operates 18 full-service supermarkets in the Tri-State metropolitan area (NY, NJ, CT) under the name "Food Bazaar." For more than 25 years it has been providing its communities with the flavors they love and recall from 'back home,' exotic and unique foods as well as basic essentials. It devotes aisles of space to international grocery and dairy/frozen items as well as a full-service fish market, a huge selection of local and international produce, a full service deli, bakery and custom butcher. With thousands of products waiting to be explored, Food Bazaar always provides a true culinary adventure. For more information visit the Food Bazaar website at www.MyFoodBazaar.com.