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Date: 05/20/2017

FOR IMMEDIATE RELEASE

BUTTERFLY MURAL INSTALLATION – DOWNTOWN GREEN BAY

(10' X 12' Flash ART Butterfly painted by Brown County Breastfeeding Coalition & friends)

The BCBC will paint a 10' x 12' interactive butterfly mural on the backside of the Vincent, Urban, Walker and Associates Inc. Bldg. at 300 Dousman Street, Green Bay. The Butterfly Effect is an underground movement redefining philanthropy one “butterfly” at a time by providing individuals the opportunity to give to a cause close to their heart. Harnessing the power of social media, it creates a ripple effect of contagious generosity through the Butterfly Mural Installation. We recognize that we can be the change we want to see in the world by facilitating small acts of kindness, encouraging generosity, and promoting creativity. This butterfly creation was awarded to the Brown County Breastfeeding Coalition of Wisconsin, via a Facebook application, in April. 20 Butterflies were awarded; we are the only one in Wisconsin.

- The butterfly installation will take place May 20, 2017
- Start time will be 8:00 am with completion expected around 2 pm
- It will be at 300 Dousman Street on the back of the Vincent, Urban, Walker and Associates Inc. Insurance Building (facing the parking lot between Tiletown Brewery and Tiletown Restaurant), on Green Bay’s westside Broadway District.
- Once the butterfly installation is complete the public can take photographs (where they are the body to the butterfly) and hash tag them at #BCBCButterflyEffect generating \$1.00 per person up to \$1,000.00 from the www.butterflyeffectbethechange.org
- After the BCBC earns \$1,000.00 it will be available to other non-profits to do the same, on a monthly basis.
- ❖ This project promotes breastfeeding, the foundation of infant health and nutrition. It is a way for the BCBC to inspire change and awareness for babies, our community and the world. We can inspire education in many ways beyond the classroom and doctors office. It will generate social media buzz encouraging all in a unique public awareness and philanthropic project.
- ❖ Celestine Jeffries, Chief of Staff and Mayor Jim Schmidt state: “This is a great project”.
- ❖ It is endorsed by the Green Bay Public Arts Commission.
- ❖ Many thanks to David and Michelle Anderson, building owners, for donating the space and generously giving back to our community, with a perfect foot traffic location where it will be visible to many and become a city landmark.
- ❖ Tasha Moffit creator of the Butterfly stencil shares “*This is Art for Good*”

The Brown County Breastfeeding Coalition is a group of dedicated professional and community individuals committed to promote, protect and support families, businesses and healthcare organizations with breastfeeding education, outreach and advocacy. The coalition has been in Brown County for approximately 20 years becoming a 501c (3) organization in 2015. Members include staff from all 4 hospitals, WIC, Brown County Health Department and Healthy Families etc.

To learn more visit: www.wisconsinbrowncowi.com, FB: Breastfeeding Brown County WI or call us at 920.431.0243

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