



**For Immediate Release
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Regina Downtown Seeks Artwork for the First Frost

Regina Downtown Business Improvement District (RDBID) will be one of four hubs of the new winter festival ***Frost Regina*** scheduled for February of next year. Regina Downtown is incorporating programming plans for the first ever ***Frost Regina*** festival with its ongoing **Urban Canvas Downtown Regina** public art program.

RDBID is looking for artwork reflective of winter in Saskatchewan as well as downtown Regina's culturally vibrant neighbourhood. Up to twenty original artworks will be chosen by a panel of adjudicators representing the local arts community. Successful designs will be printed on Coroplast and temporarily installed around downtown Regina in conjunction with *Frost Regina* and other special winter events.

In partnership with the City of Regina, RDBID created the Urban Canvas Downtown Regina public art program in 2011. Through this program, RDBID has worked with over 60 artists, from Saskatchewan, Canada and the United States. Artwork has been featured on alley doors, traffic control boxes, vacant storefronts and large-scale murals. Originally part of a response to deter vandalism, the program has grown to fulfill other important functions including adding vitality to our downtown neighbourhood.

"We see added value in public art as a part of our evolving culture and history, and as a way of strengthening our economy through support of creative work," said RDBID Executive Director, Judith Veresuk.

For this current competition, winter-themed design submissions must be in digital format and original to the artist, though they may be inspired by previously completed work. All artwork must be submitted online by Friday, November 19. Full details, including submission information, is available at <https://reginadowntown.ca/callforartists/>.

RDBID is a non-profit organization that provides a range of services to enhance and promote downtown Regina and its businesses and to improve the quality of life for those who shop, work, live and play in downtown Regina.

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