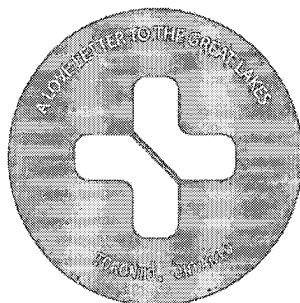


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**'A Love Letter to the Great Lakes'**

***An international gathering of Street artists, in celebration of issues and solutions concerning the Great Lakes.***

TORONTO, JUNE 20-26:

For the first time ever, a small team of international artists and producers are bringing to Toronto the PangeaSeed Foundation's prestigious Sea Walls: Murals for Oceans project.

This Love Letter to the Great Lakes is a week-long festival lineup of 23 renowned local and international artists, who will paint murals designed to stimulate public awareness of critical environmental issues facing this precious natural resource (disappearing native species, polluted water and beaches, invasive organisms, and atmospheric pollution), while pointing towards long-term solutions.

Three primary production sites will host this inaugural series of murals, which are each in themselves a 'Love Letter'.

- **Queen/Ossington**
- **Queen/Spadina**
- **The Lower Don**

Artists' collections will be showcased and sold at an exhibition on from **June 21-26** at the festival's headquarters, **Rally Ossington** (12 Ossington Ave) to raise funds for the cause.

**The Love Letter Project** is working with a powerful collection of local and international artists to help give a voice to the Great Lakes, advocating for environmental issues through their art. If a picture is worth a thousand words, these murals will represent a monumental love letter across Toronto. A very short list of these prominent street artists participating include MEGGS (AUS), CARATOES (Hong Kong), JAZ (Brazil), KWEST (Toronto), SHALAK ATTACK (Toronto), YOUNG JARUS (Toronto), and more.

"This project is a labour of love for our team, artists, and community partners," says **Jason Botkin, Artistic Director, A Love Letter to the Great Lakes**. "Art can transcend cultural and linguistic boundaries; as 'artists' we believe that using our talents to raise social and environmental awareness can inspire positive change and action."

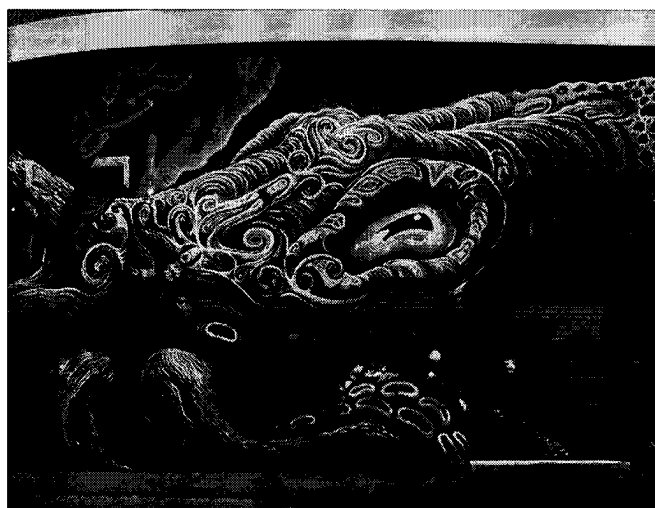
Join us in celebrating the majesty of the Great Lakes through this dynamic festival of art, designed to beautify our neighborhoods, galvanize community, and most importantly, stimulate a broader public awareness of issues and creative solutions to the minds and streets of Toronto.

**A LOVE LETTER TO QUEEN WEST**

Aside from expressing love to the Great Lakes, the event is also a 'Love Letter' to the Queen West neighbourhood, which has seen 14 art destinations and galleries move elsewhere in the past 24 months. The murals will pay homage to the vibrant Queen West neighbourhood and aim to help to maintain its authenticity as a destination for arts and culture in Toronto.

"To bring the Sea Walls mandate and an international community of change-makers to our home-town fills us with pride," says **Jacquelyn West, Strategic Partnerships & HQ Programming for Love Letters and Founder of Hermann & Audrey**. "While being a voice for our Lakes, we are also acting as a voice for the people of Toronto in this unprecedented period of growth and building, investing back into our culture and promoting city-building that enriches the neighbourhoods where we live."

The festival schedule includes mural painting, panel discussion, gallery show, and a bike tour. Learn more about **A Love Letter to the Great Lakes'** events [here](#).



To speak with **A Love Letter to the Great Lakes** spokespeople (see attached bios) participating artists, or to receive hi-res images of past projects, please contact:

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### **ABOUT PANGEESEED**

**PangeaSeed Foundation's** mission is to harness the power art, science, and creativity to generate awareness, stimulate dialogue, change perception, and inspire positive change around pressing ocean environmental issues. **PangeaSeed** aims to unify and connect individuals around the world, opening a dialog to share ideas and develop a better global understanding of our connection with the oceans. Through education, awareness and action we are working together to solve this environmental crisis.

### **ABOUT HERMANN & AUDREY**

Hermann & Audrey is a creative house working at an intersection of worlds of art, commerce and community. In the 8 years since inception, Hermann & Audrey have been industry leaders in the development of a global network of passionate creatives and the production of commercial art projects, festivals, exhibitions, city-building and community initiatives at home in Toronto, with satellite projects in New York, Chicago, London and Montréal. [www.hermannaudrey.com](http://www.hermannaudrey.com)

### **RALLY: Festival headquarters to A Love Letter to the Great Lakes**

Rally is a first-of-its-kind art concept space and neighbourhood hub for artists, tastemakers, and innovators to gather, connect and share their creative ambitions in the city of Toronto. It is home to leading contemporary art exhibits, crowd-pleasing events, Ossington-friendly pop-up shops and incubator for Toronto entrepreneurs and city-building ideas. [www.rallyossington.com](http://www.rallyossington.com). 12 Ossington Avenue.