



PRESS RELEASE

Play Us A Tune in the Downtown District

Belleville, Ontario, July 26, 2021 - The Downtown District BIA is encouraging visitors and residents to stop by Century Village every day to test your talents at the keys with not just one but **two painted pianos** for public enjoyment. If you're not so musically inclined, give the players an audience and make sure you clap REALLY loud to show them how much you appreciate the tunes in the District.

The first piano may be familiar to some as it was outside the former Pinnacle Music building on Front Street last summer. This piano was painted by local artists **Maria Moreno** and **Renee Hiltz**. The design is bright, funky and fun to match the parklets that they also helped to paint last year.

The second piano is new this year and was generously donated to the BIA by **Nancy and Jamie Troke**, in hopes of adding to the public music offerings downtown. This piano has been painted by a local 19-year-old artist and Fashion Design student, **Erin McDonald**. Inspired by the 1920s and big band era, the piano is full of intricate details from the cheetah print and peacock feathers to the dancing feet and musical instruments.

"I've always loved the 1920s - the clothing, the glamour, all of it - and thought it would be a perfect theme for a piano," says McDonald. "I've been playing piano for six years and I've seen first-hand the excitement music ignites in people. From the painted pianos in British Columbia to the buskers in the subways of New York, there is a sense of community created when people come together around an instrument to enjoy music. That is what I want to happen in our city! The downtown is so beautiful and full of life, I just hope my piano adds to that."

The painted pianos will be downtown as part of Al Fresco, the BIA's signature summer event.

"Last year, Al Fresco brought record pedestrian numbers and sales downtown," says Luisa Sorrentino, Executive Director of the BIA. "This year, we're excited to continue to bring people together safely to enjoy the sights and sounds of Downtown and to support our businesses as they recover from the lockdown restrictions."

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The goal of the summer has been to bring colour, joy and safe interactive activities to the Downtown District. With these painted pianos, visitors and residents can see the beauty of the colours and hear the sounds of music as they shop downtown.

“One of the main features every Friday night is the live music happening on our patios. Now our visitors will be able to enjoy music everyday and even create their own,” says Kathryn Brown, Chair of the BIA and Owner of Kate’s Kitchen Shop. “Music is in the air this summer, while we do it Al Fresco in the Downtown District.”

For more ways on how you can do it Al Fresco in the Downtown District this summer, visit downtownbelleville.ca/alfresco.

For more information please contact:

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