

FOR IMMEDIATE RELEASE
May 18, 2018

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**POUGHKEEPSIE GALLERIA, DUTCHESS TOURISM & ARTS MID-HUDSON
ANNOUNCE MURAL PROJECT**

POUGHKEEPSIE, NY– Dutchess Tourism, Inc. (DTI) and Poughkeepsie Galleria are seeking proposals from artists for a commissioned mural project at the Poughkeepsie Galleria. The mural will enhance what will become the newly expanded Dutchess Tourism Information Center located inside the Galleria near the Food Court. The two organizations are working in partnership with Arts Mid-Hudson to solicit submissions, collect and judge the proposals.

The Poughkeepsie Galleria Dutchess Tourism Mural Project RFP asks artists, “What are the highlights of Dutchess County?” The successful project would be a showcase of the best of Dutchess County, from the natural beauty of the outdoors, the Hudson River, and Farm Fresh agriculture, to the significant historic sites, food and craft beverage, chef culture, colleges, arts and museums.

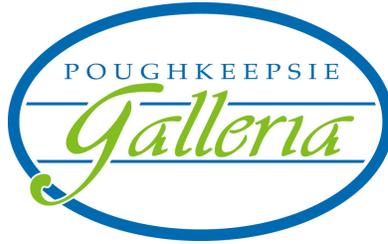
Artists have the opportunity to submit their proposals to Arts Mid-Hudson through their Submittable portal between May 21 and June 21, 2018. For more details and a list of requirements, interested artists should visit the Arts Mid-Hudson website: <https://artsmidhudson.org/poughkeepsie-galleria-dutchess-tourism-mural-project/>. The winner will be announced in mid-July with mural completion expected by mid-October. A media event, ribbon cutting and public reception in The Galleria Community Room will celebrate the final project.

According to Dutchess Tourism President & CEO Mary Kay Vrba, “Of the 18 Tourist Information Centers we have located throughout Dutchess County, the Poughkeepsie Galleria is the one that gets the most traffic.” She added, “This mural will help draw people to the new and expanded rack location in the mall and allow us to reach more people and create greater awareness of the many things there are to see and do in Dutchess.”

“Poughkeepsie Galleria is thrilled to partner with Dutchess Tourism, Inc. and Arts Mid-Hudson on this wonderful project,” said Galleria Marketing Director Jessica Pecchia. “We are proud to showcase the beauty of the Hudson Valley, collaborate with local, talented artists and further strengthen us as Dutchess County’s community center.”

Arts Mid-Hudson Executive Director Linda Marston-Reid concurred. “We are excited to promote another great mural opportunity in Dutchess County, which highlights the vibrant activities we have in the region and showcases our talented artists.”

Tourism is a major economic driver for Dutchess County. An estimated five million people visit annually and in 2016, spent an average of \$568.3 million on lodging, food, shopping, and area attractions. Tourism is New York’s fourth largest industry and employs 10,484 people within Dutchess County according to Tourism Economics.



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ABOUT POUGHKEEPSIE GALLERIA

Poughkeepsie Galleria is Dutchess County's only enclosed shopping center and the premier destination for the area, welcoming 12 million visitors annually. It offers 140 national and local stores under one roof, dining at Ruby Tuesday plus a full food court and snacks options, and entertainment options such as K1 Speed, an indoor go-carting track as well as Regal Cinemas a 16 screen, stadium seating theatre. For more information, visit PoughkeepsieGalleriaMall.com

ABOUT DUTCHESS TOURISM, INC.

Dutchess Tourism is the officially designated destination marketing organization for Dutchess County and is accredited by the Destination Marketing Accreditation Program (DMAP) of Destinations International. It is an independent 501c6 non-profit organization that works to bring tourism dollars to area businesses by marketing and promoting the assets of Dutchess County to the nation and the world. The office is located at 3 Neptune Road in the Town of Poughkeepsie with 18 Tourist Information Centers located around Dutchess County. The website is DutchessTourism.com and they can be reached at 845-463-4000.

ABOUT ARTS MID-HUDSON

Arts Mid-Hudson is the preeminent nonprofit regional arts service organization serving Dutchess, Ulster, and Orange Counties. Their initiatives engage and promote the arts across the Mid-Hudson region, benefiting artists, arts organizations and communities. Visit artsmidhudson.org, email info@artsmidhudson.org or call 845.454.3222.