

For Immediate Release

Spartanburg Area Chamber of Commerce and Chapman Cultural Center partner to promote face mask use through public art campaign

Spartanburg, SC – June 22, 2020 - In response to increased COVID-19 cases and as part of the Bringing Back the 'Burg initiative, Chapman Cultural Center is partnering with the Spartanburg Area Chamber of Commerce on a county-wide public art campaign that promotes the use of face masks by encouraging residents and businesses to place temporary face masks on public art.

The public is encouraged to participate by placing temporary face masks on pre-identified pieces of public art. Eligible pieces of art can be found [here](#). Businesses may also participate by placing temporary masks on privately-owned visible works of art.

According to the South Carolina Department of Health and Environmental Control, "There is rapidly growing medical evidence that the use of face masks along with social distancing can greatly reduce the transmission of the COVID-19 virus in public spaces and places where people at higher risk of severe illness and death from this virus are likely to be present. We must all commit to wearing face masks in public spaces — if we all wear them, we'll all be protected." Masks are available for purchase at many local pharmacy retailers, grocery stores, box stores and boutiques.

Chapman Cultural Center realizes that the arts can be a powerful vehicle for change as evidence from previous public art campaigns addressing serious issues in our community such as the Bloomberg Philanthropies project, Seeing Spartanburg in a New Light. As an extension of National Night Out, an annual event that promotes crime prevention efforts, Seeing Spartanburg in a New Light sought to improve police-community partnership, and neighborhood camaraderie through the arts.

In addition to placing masks on existing public art, the campaign includes a call for proposals for a new public art project that promotes the importance of wearing face masks to reduce the spread of COVID-19. Local artists should submit inquiries and proposals by June 26. The selected proposal will receive an award of \$1,000 in addition to funding the cost of materials for the project. Artists interested in submitting a proposal, or who would like more information, should contact Melissa Earley, Chapman Cultural Center's Community Impact and Outreach Director, at mEarley@spartanarts.org or (864) 278-9685.

Chapman Cultural Center and the Spartanburg Chamber are committed to prioritizing public health and reducing the spread of COVID-19 while carrying out our respective organizational missions. Bringing Back the 'Burg is Spartanburg's COVID-19 recovery effort. Other initiatives include a Business Recovery Task Force, Open for Business Guidebook, Combating COVID-19 Commitment and marketing campaigns.

###

Notes to Editors

About Spartanburg Area Chamber of Commerce

The Spartanburg Area Chamber of Commerce is a private, non-profit organization supported through membership investment and strategic partnerships. Our mission is to enhance the economic vitality and lifestyle environment of Spartanburg County. For more information, visit www.spartanburgchamber.com.

For more information on Bringing Back the 'Burg, visit www.bringingbacktheburg.com.

About Chapman Cultural Center

Chapman Cultural Center provides cultural leadership for Greater Spartanburg by developing, strengthening, and promoting the scope, excellence and educational role of the arts, humanities and sciences, and to further their significance in the life of our community.

The Chapman Cultural Center is located on East Saint John St in downtown Spartanburg, SC. Please visit www.ChapmanCulturalCenter.org for more information.

###

Media

[Download High-Res Images](#)

For media inquiries, please contact:

David Ocasio,
Marketing & Communication Director,
Chapman Cultural Center
dOcasio@spartanarts.org
864-948-5359

Naomi Sargent
VP of Strategic Communications
Spartanburg Area Chamber of Commerce
nsargent@spartanburgchamber.com
518-729-8368