

## PRESS RELEASE | For Immediate Release

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### **Southwest PA Says NO MORE Commissions Art Installation to be Exhibited At Dollar Bank Three Rivers Arts Festival**

- *Announcing a collaboration with the Pittsburgh Cultural Trust*
- *Public unveiling to be held on June 3, 2022*
- *The Annual NO MORE Pledge campaign generates workplace and public support for preventing domestic violence in the region*
- *Project goal is to raise awareness and foster meaningful dialogue around ending domestic and sexual violence in our communities*

**PITTSBURGH (April 4, 2022)** – The Southwest PA Says NO MORE initiative and the Pittsburgh Cultural Trust are collaborating to bring a new art installation to the 2022 Dollar Bank Three Rivers Arts Festival. The art installation will be unveiled at the start of the festival on June 3, 2022.

“Domestic violence is common in our society. Nearly everyone knows someone who has experienced an unhealthy or abusive relationship, but these are complex issues to discuss,” says Kristy Trautmann, founder of Southwest PA Says NO MORE and executive director of FISA Foundation. “We look forward to engaging with an artist to help the community see their role in preventing domestic violence. And we are very excited to be collaborating with our valued partner the Pittsburgh Cultural Trust to display the artist’s installation at the Dollar Bank Three Rivers Arts Festival.”

The NO MORE Pledge (formerly the Father’s Day Pledge) is an annual campaign for individuals and workplaces to stand up and pledge support for ending domestic and sexual violence. Pittsburgh became the first city in Pennsylvania to participate in the Pledge in 2014, and the first downtown Pittsburgh public signing ceremony was held in the Allegheny County Courthouse Courtyard in 2015.

This year’s NO MORE pledge campaign will engage workplaces and individuals to sign the pledge similar to past years. The public unveiling of the art installation will be an opportunity to recognize survivors of domestic and sexual violence along with all who have signed the pledge to date.

“Public art is a critical tool for exploring complex issues impacting the community,” says Kevin McMahon, Pittsburgh Cultural Trust President and CEO. “Whether in alleyways, public plazas, or at pop-up events, the Trust has long invested in activating public spaces with art. Additionally, this campaign is an extension of the Trust’s long-term commitment to being a safe and supportive workplace. We are proud to partner with Southwest PA Says NO MORE to bring a public art installation that helps community members navigate the complex issues surrounding domestic violence.”

Artist applications are open now through Wednesday, April 6. There is a \$5,000 stipend being awarded to the selected artist. Interested artists can apply online at <https://traf.trustarts.org/digital-arts-festival/artists/no-more-campaign>.

Details regarding the public art installation unveiling are forthcoming.

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### **About Southwest PA Says NO MORE**

Southwest PA Says NO MORE is a growing community of organizations and individuals who are working to end domestic violence and sexual assault and harassment. FISA Foundation in partnership with United Way of Southwestern Pennsylvania and The Heinz Endowments developed Southwest PA Says NO MORE to showcase the important prevention focused work happening in this region and make it easier for individuals and organizations to take action to stop gender-based violence. More than 25 organizations across the region have partnered with Southwest PA Says NO MORE, including Women’s Center & Shelter of Greater Pittsburgh, Domestic Violence Services of Southwestern PA, Jewish Community Center of Greater Pittsburgh, and UPMC Children’s Hospital of Pittsburgh.

### **About The Pittsburgh Cultural Trust**

The Pittsburgh Cultural Trust has overseen one of Pittsburgh’s most historic transformations: turning a seedy red-light district into a magnet destination for arts lovers, residents, visitors, and business owners. Founded in 1984, the Pittsburgh Cultural Trust is a non-profit arts organization whose mission is the cultural and economic revitalization of a 14-block arts and entertainment/residential neighborhood called the Cultural District. The District is one of the country’s largest land masses “curated” by a single nonprofit arts organization. A major catalytic force in the city, the Pittsburgh Cultural Trust is a unique model of how public-private partnerships can reinvent a city with authenticity, innovation and creativity. Using the arts as an economic catalyst, the Pittsburgh Cultural Trust has holistically created a world-renowned Cultural District that is revitalizing the city, improving the regional economy and enhancing Pittsburgh’s quality of life. Thanks to the support of foundations, corporations, government agencies and thousands of private citizens, the Trust stands as a national model of urban redevelopment through the arts.

**About The Dollar Bank Three Rivers Arts Festival**

The Dollar Bank Three Rivers Arts Festival (63<sup>rd</sup> year in 2022), a production of the Pittsburgh Cultural Trust, is a 10-day celebration of the arts in downtown Pittsburgh unlike any other in the nation. This world-class, multi-disciplinary festival is free to attend and open to the public. Attracting nearly 500,000 visitors in normal times, the Festival begins on the first Friday in June and takes place at the confluence of Pittsburgh's famed three rivers in Point State Park, throughout picturesque Gateway Center, and in the city's renowned Cultural District. Now in its 62<sup>nd</sup> year, the Festival's loyal visitors have enjoyed an extensive array of music, dance, theater, literary arts, public art, gallery exhibitions, and an Artist Market featuring 300+ artists from around the country. Through the Festival's green initiatives of waste reduction, reuse, and recycling throughout the Festival grounds, it is the recipient of the Outstanding Green Event Award and GOLD level accreditation from the Pennsylvania Resources Council.