



## **BOV Host Students Help Create A Mural for Visitors to Color in Kids Zone**

### **For Immediate Release**

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Mrs. Jessica Alyea's third grade class at North East Elementary school's fun continues as Balloons Over Vermilion's 2017 student host ambassadors. A couple of the class' duties as host students are to consult on activities for Kids Zone and help with the marketing materials for the 2017 event. They have collaborated on a 4' x 6' mural that BOV visitors can 'make their mark' on the 2017 event by coloring in a section.

The idea is similar to an activity from another festival but with a unique local spin on it. Cassie Keister, marketing chair explained, "We thought it was a good way to add something new, and something exciting for the kids to help with, but it had to be something that represented Balloons Over Vermilion." "When I shared the idea with Mrs. Alyea she said that her husband Aaron, a graphic designer for Trigard Memorials, became excited and inspired by the project and he wanted to help with it", Cassie added. After the event in July the mural will go back to North East as a keepsake of Balloons Over Vermilion.

Inspired by a past map-style print illustration that featured balloons flying over Danville, scenic sites and local businesses in Vermilion County Aaron proposed a similar project with the theme 'Where will we land today?' He enlisted the help of local artist Eileen Dunavan who also teaches at North East. Together, they brainstormed with the class their idea of cool locations in the community and streets that a hot air balloon might fly over or land at. Eileen drew the illustration for the mural incorporating the kid's suggestions. Aaron digitized the image and incorporated the balloon designs that the class created for the 2017 event poster.

The excitement and enthusiasm for Balloons Over Vermilion continues to spread throughout the community. The Darby family and Trigard Monuments have generously donated the materials and printing of the 4' x 6' mural. "Trigard is just one example of the wonderful sponsors and businesses that have embraced Balloons Over Vermilion", said Pat O'Shaughnessy, event co-chair. "We could not have brought this exciting event back without our sponsors and volunteers. We greatly appreciate everyone's help" he added.

**Tuesday, June 6, 2017 at 10:30 am the finished mural will be presented to the class by Aaron Alyea, Eileen Dunavan and representatives of Balloons Over Vermilion at North East Elementary School.**

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