

SPECIAL ANNOUNCEMENT

BRIDGELAND-RIVERSIDE COMMUNITY ASSOCIATION

Bridgeland Love Mural

Calgary, February 1st, 2022. — It has come to our attention that racist graffiti was spray-painted today on the wall of a family-owned business in our community, the commercial building housing Inglewood Art Supplies and other small businesses.

The Bridgeland Riverside Community Association (BRCA) unequivocally condemns this act of hate and racism.

We are horrified to see this happen in our city and community. The BRCA stands for kindness and anti-racism. This is what we call #BridgelandLove, and wonderful neighbours like you help build it every day.

Neighbours, this is an opportunity for all of us to demonstrate that Bridgeland is a welcoming, diverse, and kind community. It is up to all of us to stand together in strong support of love and anti-racism in our city and community.

Love wins. Please help us spread it.

The BRCA is mobilizing to support our neighbours and amplify a message of hope, love, and anti-racism.

Here are some ways you can help us build the kind, anti-racist community that we wish to live, work, and play in.

1. Write a message of love and support and tape it to the east wall of the building. This is an arts and crafts activity you can do with your kids. It sends a positive message to the family and community at large. You can also post a picture. Our hashtags are: #BridgelandLoveMural #WallOfUs.

2. Donate to create a Message of Hope & Stand Against Racism Mural. We have partnered with the Beltline Urban Murals Project (BUMP), who will be facilitating the creation of a mural on this building as a part of the BUMP 2022 Festival this summer. The mural will celebrate the diversity, love, and neighbourliness that Bridgeland is known for, and show that racism and hate are not welcome in our community. This is a costly project, but one we feel is incredibly important, so we have started a fundraising campaign. Any contribution you can make is greatly appreciated. Click on the link to donate:

<https://www.amilia.com/store/en/bridgeland-riverside-community-associati/shop/fundraising/901901>

UPDATE: We are heartened to report that as of February 4th we have raised 17% of the total funds, coming from 60 donations.

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3. Get involved in a temporary art installation. Stay tuned on BRCA social media for how you can get involved in a temporary, spray-painted heart mural, to act as a placeholder until the BUMP Festival takes over for the permanent art installation.

Be part of the bigger picture – my commitment.

In-depth responses to the racism and hate that drove this incident must go beyond a coat of paint. As a community association, as neighbours, and as community members, we can—and must—play a critical role in calling out and disrupting racism. This mural is a great opportunity to act.

Seeking to be part of a more in-depth effort, I am personally undertaking an anti-racist educational project alongside other community leaders, using this incident to learn and educate together.

Although I feel grieved and outraged at this incident, I am also tremendously encouraged by the positive responses displayed by my fellow Board members, by your supportive messages on social media, by the beautification and volunteering efforts evident all around us, and by your donations for this mural. I hold great hope for additional community-building responses yet to come.

Neighbours, your kindness is part of the bigger picture of what makes Bridgeland-Riverside a wonderful place to live, and I thank you all.

With wholehearted Bridgeland Love,



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