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Redwood City Improvement Association Partners with Community High Schools to Beautify Construction Zone

-Art banners created by local students will beautify the streets of Downtown Redwood City during construction-

REDWOOD CITY, Calif. (April 15, 2015) – The [Redwood City Improvement Association \(RCIA\)](#), a non-profit community benefit district ran by a board of property owners, residents, community members and businesses, is leading a community art project by partnering with the Woodside and Sequoia High School Art Programs to beautify Downtown Redwood City while areas undergo construction. RCIA’s collaborative art banners will display photographs of scenic downtown locations taken by the art students and words that come to mind when you think of the Downtown Redwood City community. The banners will cover construction barriers on 815 Hamilton in downtown Redwood City.

“We are excited to have all these new developments going up in Downtown Redwood City. To keep our Downtown just as attractive during the construction, we thought that creating art to beautify the pedestrians’ walkway would add some color and character to our Downtown, while showcasing our community’s high schools students’ talent,” said Don Gibson, RICA’s board member and district identity and streetscape improvement (DISI) committee co-chair. “The RCIA is happy to collaborate with local students and supply the text that compliments the photos, which will give visitors and the community a sense of what Downtown Redwood City is all about.”

The collage photos were taken by the Woodside and Sequoia High School students to depict and highlight all the shopping, dining, entertainment and community events happening in Downtown Redwood City. Students went around downtown in search of the best locations to capture and the high school art teachers chose the best photos to be included in the community collage. The RCIA board came together and brainstormed words that best described Downtown Redwood City



and those words are intertwined in the banners. The 28 (4' by 8') art banners are being donated by South Bay Construction as a way to beautify their construction site.

The banners will be installed Wednesday, April 27, 2016, at the development under construction at 815 Hamilton at 4:00 p.m. The unveiling ceremony will include the high school students who participated in the project, the RCIA, South Bay Construction, the Redwood City Chamber of Commerce, City officials and members of the public.

To learn more about the art banners or the RCIA, please visit www.visitRWC.org or follow the association on Twitter @visitRWC and Facebook/RWCRCIA.

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About Redwood City Improvement Association (RCIA)

The Redwood City Improvement Association (RCIA) was created in September 2014 as a non-profit 501(c)(3) corporation. The RCIA is a community benefit district ran by a board consisting of property owners, residents, community members and businesses. The board is responsible for making decisions in the areas of public safety, beautification, economic development, maintenance and promotions that are most beneficial for the community and its residents, while maintaining the culture and rarity of the downtown district. More information can be found by visiting, www.visitRWC.org or following RCIA on Twitter @visitRWC and Facebook/RWCRCIA.