



## EDAC 2018 Marketing Awards – Promotional Item

### Purpose of Project

To celebrate Canada's 150th year since Confederation, the Town of Stony Plain teamed up with Mural Mosaic, a St. Albert based artist group, and the Canada 150 Mosaic project to create a mural mosaic representing the spirit of Stony Plain. In November, 400 residents were invited to capture their interpretation of what makes Stony Plain a community with the painting of a 4" by 4" tile. When the paint dried, there were over 850 tiles assembled together to form the final mosaic mural.

To further celebrate the Canada 150 Mural a promotional blanket was created to capture this historical Mural. This promotional blanket is a special and unique memento available to the public to honor Stony Plains heritage and Canada's 150 year.

### Effectiveness/ Meeting Objectives:

The objectives of this project were to create a sense of community by inviting the community at large to contribute to this beautiful Canada 150 mural. The blanket is part of Stony Plain's unique identity and shows its sense of pride. Stony Plain is known for its murals and this latest addition further cements the identity of our community. This rich culture make the town an attractive place for entrepreneurs to not only set up a business, but settle and raise a family, becoming part of the fabric of Stony Plain. Part of the marketing campaign the economic development department has recently embarked upon is to promote living and doing business within our borders. This promotes a collaborative and inclusive community, and also signifies the importance of our town's culture.

### Target Audience:

The target audience of this promotional item is ageless; the blanket appeals to all ages and holds a personal touch for those individuals that are able to spot their very own piece of art! This blanket is intended as a special item for giveaways, silent auctions, and special community acknowledgements. As a Town formerly known as "The Town with the Painted Past" this blanket is a favorite among our community! The Town's sister community of Shikaoi sends 90 students and chaperones annually to Stony Plain. The blanket will provide a lasting memory to our visitors to take back home and share a piece of Stony Plain and Canada.

### Award Category Details:

Promotional Item.

### Appendix A:

See Photos attached.





Canada 150 Mural Blanket



Stony Plain community members gather to view the unveiling of the Canada 150 Mural.

Photo on the left: Two residents point to the tiles they painted!



Finished Mural in Rotary Park