



## NEWS RELEASE

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### **THE MALCOLM JENKINS FOUNDATION WITH MURAL ARTS PHILADELPHIA DEDICATES *THE PROMISE MURAL***

**PHILADELPHIA, PA – NOVEMBER 4, 2019** – A mural that will serve as an everyday reminder to youth in the West Philadelphia of the promise of the world of possibilities that is their future was dedicated on November 4 at the 33<sup>rd</sup> and Wallace Streets Playground in a ceremony hosted by The Malcolm Jenkins Foundation (TMJF) and Mural Arts Philadelphia.

The playground is located in the Mantua section of Philadelphia which was designated a *Promise Zone* under an initiative of the administration under President Barack Obama. The foundation of the *Promise Zone* initiative indicates that a child's zip code should not determine their fate and destiny. The mural, appropriately titled *THE PROMISE MURAL*, is a series of paintings in the interior and exterior of the playground that incorporate elements of science, technology, space exploration, sports, art, athletics and mathematics.

The mural project further supports TMJF's connection to West Philly's Mantua Community through its SUMMER STEAM (Science, Technology, Engineering, Arts/Athletics and Mathematics) camp it established in 2016 in partnership with Drexel University's ExCITE Center.

“Everywhere within and along the perimeter wall outside this playground our youth are reminded of the wonders of STEAM, and that these things are a part of their everyday life in the form of their interests, the music they listen to, the electronic games they play and sports,” said Malcolm Jenkins, Founding Chairman of TMJF. “I want the youth to know that a world of promise and possibilities surround them and they should be inspired to imagine, believe and achieve,” words that are incorporated in the playground's mural design.

“A playground and playtime are vitally important to children for their fun and relaxation, as well as for their good health and well-being and plays a role in their daily life and we hope this beautiful park will provide a safe and inspirational space for the young people of Mantua,” said Gwendolyn V. Jenkins President & CEO of The Malcolm Jenkins Foundation.

Local Philadelphia artists Gabe Tiberino and Nilé Livingston designed the mural to inspire youth to create a world they want to see. The mural project to transform the playground kicked off in July with a paint day celebration that included the campers of TMJF’s Young Dragons Summer STEAM program.

City, state and local community leaders joined in the dedication. “Philadelphia is a place where art resonates and connects people to communities and communities to people,” said Jane Golden, Mural Arts Founder and Executive Director. “Art projects like *The Promise Mural* are among the best examples for youth to inspire them to dream big and contribute to their community,’ Golden added.

“We are honored to be able to collaborate in a partnership with Mural Arts of Philadelphia, to memorialize our commitment, our investment and our Promise to the young people of this community and beyond, to ensure that all children with dreams and determination have the resources and support needed to reach their potential and succeed,” said Gwendolyn V. Jenkins.

### **About The Malcolm Jenkins Foundation**

Founded in 2010, The Malcolm Jenkins Foundation (TMJF) is a 501(c)(3) non-profit public charity with a mission to effectuate positive change in the lives of youth, particularly those in underserved communities; by providing resources, innovative opportunities and experiences that will help them succeed in life and become contributing members of their community. The Foundation is committed to youth development initiatives and programs, which emphasize character development, leadership, education, life skills health and recreation. With a presence in New Jersey, Louisiana, Ohio and Pennsylvania, the Foundation’s work is guided by the principles of Project REWARDS: Reinforcing Education with Activities, Recreation, & Developmental Supports. For more information visit

<http://www.themalcolmjenkinsfoundation.org/>. Follow TMJF on social media: [@TheMJFoundation on Twitter](#); [@themjfoundation on Instagram](#) and [@TheMalcolmJenkinsFoundation on Facebook](#).

### **About Mural Arts Philadelphia**

Mural Arts Philadelphia is the nation’s largest public art program, dedicated to the belief that art ignites change. For over 35 years, Mural Arts has united artists and communities through a collaborative and equitable process, creating nearly 4,000 artworks that have transformed public spaces and individual lives. Mural Arts aims to empower people, stimulate dialogue, and build

bridges to understanding with projects that attract artists from Philadelphia and around the world, and programs that focus on youth education, restorative justice, mental health and wellness, and public art and its preservation. on social media: @muralarts on Twitter and Instagram, phillymuralarts on YouTube, and MuralArtsPhiladelphia on Facebook. To stay up on the latest news on Mural Arts, please visit [www.muralarts.org](http://www.muralarts.org).