



STEVEN M. FULOP
MAYOR OF JERSEY CITY

CITY OF JERSEY CITY OFFICE OF THE MAYOR

CITY HALL | 280 GROVE STREET | JERSEY CITY, NJ 07302
P: 201 547 5500 | F: 201 547 5442



STEVEN M. FULOP
MAYOR OF JERSEY CITY

FOR IMMEDIATE RELEASE
October 3, 2019

Contact: Kim Scalcione
Ph: 201-376-0699
Email: kscalcione@jcnj.org

*****Press Release*****

Jersey City Selected as 1 of 10 Global Cities to Participate in PAINT (RED) SAVES LIVES, the First Global Street Art Campaign

JERSEY CITY – Mayor Steven M. Fulop has announced that Jersey City is one of ten major cities chosen to participate in the global campaign founded by U2’s Bono, PAINT (RED) SAVES LIVES, the first global street art campaign created to drive urgency and action in the fight to end AIDS.

“What started as a local initiative to engage residents, reduce graffiti and beautify the City has now turned into a robust, globally recognized program,” said **Mayor Fulop**. “Thanks to Bono and the team at (RED), Jersey City’s newest mural will be created by one of the best street artist duos in the world, HOW & NOSM, as part of the first-ever global street art initiative to end AIDS.”

(RED) was created by Bono and Bobby Shriver in 2006 to engage millions of people in the greatest challenge of our time – the fight to end AIDS in Africa where two-thirds of the world’s estimated 38 million people with HIV/AIDS live. A group of the world’s leading street artists will create (RED)-inspired artwork to engage people and encourage political leaders to properly fund the AIDS fight, ahead of The Global Fund’s Sixth Replenishment Conference, hosted by President Emmanuel Macron on October 10 in Lyon. A successful replenishment will help save 16 million lives and cut the mortality rate from HIV, TB and malaria in half.

“It is important for us to help raise awareness through this project, and to show people with HIV that they are not alone in the fight against the virus,” said **HOW & NOSM**. “We are all accountable, and it is key for us to educate through the message of our mural, our followers and fans. It’s our best way to show support and help.”

In addition to Jersey City, the selected sites include New York, Jersey City, Washington DC, London, Paris, Berlin, Accra, Malmo, Cape Town and Lyon. The campaign is curated by the Museum of the Street and its founder, Scott Lawin, with support from The Bill & Melinda Gates Foundation and Merck.

“It’s a huge honor to have HOW & NOSM bring their incredible talents to the AIDS fight as part of this global campaign,” said **Scott Lawin, curator, PAINT (RED) SAVE LIVES, and founder, Museum of the Street**. “I want to thank the Mayor of Jersey City, Brooke Hanson and their team for helping us bring this inspiring artwork to life.”

The HOW & NOSM mural is located at 74 Orient Ave in Jersey City, across from the Jersey City Health and Human Services offices. The project is completely funded by PAINT (RED) SAVES LIVES. To learn more about PAINT (RED) SAVE LIVES and join the campaign, visit RED.org or follow @RED.

All media inquiries should be directed to Kim Scalcione at kscalcione@jcnj.org or 201-376-0699.