



Press Release

For Immediate Release

New Mural Unveiled to Honour Community Centers in Winnipeg

Tuesday, October 12, 2021 – (Winnipeg) - In partnership with Take Pride Winnipeg and the City of Winnipeg, the General Council of Winnipeg Community Centres (GCWCC) unveiled a new mural on the south side of the Weston Memorial Community Centre, along Logan Ave today.

The new mural depicts four young children, one tying his soccer cleats, another tying her skates, one catching a baseball, and the fourth holding a basketball. Community Centres in Winnipeg have a long history of providing grassroots opportunities for youth to develop their love of sports and leisure activities close to home.

“Our board of directors wanted to honour the formation of General Council of Winnipeg Community Centres in a way that brought attention to the community centres,” said Mike Purdy, President of GCWCC. “Partnering with Take Pride and the City to make this mural a reality is a great way to do just that.”

Tom Ethans, Executive Director of Take Pride Winnipeg and also a board member of GCWCC, leveraged his longstanding connection with local artist Charlie Johnston from C5 Creations. “Charlie is one of the best mural painters in Manitoba, I knew he’d do an amazing job, and he did not disappoint us!”

The community centre model in Winnipeg is unique from other cities in Canada. The facilities and grounds are owned by the City of Winnipeg, but are operated and governed by volunteers. “We appreciate all of the support we receive from City Council, and the public service,” said Purdy. “And a big thank you goes to all of the thousands of volunteers who, throughout the years, have dedicated so much time and energy into the communities they serve.”

About GCWCC: General Council of Winnipeg Community Centres is a not-for-profit organization whose primary role is to act as a central resource and support for the City’s sixty-three community centres, providing support to volunteers in such areas as board governance, policy development, financial accountability, program development and project development. Throughout 2021, GCWCC will acknowledge and celebrate the formation of the organization in 1971.

About Take Pride Winnipeg! Inc.: A registered Canadian charity whose mission is to inspire community pride, raise public awareness and promote citizen responsibility in making the city of Winnipeg clean and beautiful.



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