



DowntownRaleigh  
Alliance

# PRESS RELEASE

333 Fayetteville St., Suite 1150, Raleigh, NC 27601 | (919) 832-1231 | DowntownRaleigh.org

Mission: Advancing the vitality of Downtown Raleigh for *everyone*.

## **For Immediate Release**

### **Media Contact**

Leah Webster

Digital Communications Manager

[Leahwebster@downtownraleigh.org](mailto:Leahwebster@downtownraleigh.org) | (919) 821-6986

## **Downtown Raleigh Alliance Hosts Mural Scavenger Hunt with Prizes for August First Friday**

RALEIGH, NC (July 30, 2020) – On Friday, August 7th, Downtown Raleigh Alliance (DRA) will host a mural scavenger hunt for August First Friday, encouraging participants to explore murals around Moore Square District, earn prizes and support local businesses. With more than 75 murals in Downtown Raleigh, the scavenger hunt focuses on 13 murals around the Moore Square District to allow for walkable exploration and discovery. The scavenger hunt runs from 12 pm – 8 pm on First Friday with prizes hidden throughout that time at various Moore Square murals to allow for broader and safer participation. Participants are asked to wear a mask and maintain a 6-foot distance from others.

To take part in the scavenger hunt, participants can use either the [online Google form](#) OR a [downloadable form](#) which will be available on DRA's webpage. Printed copies will also be available at DRA's booth at Moore Square from 5-8 pm on First Friday.

Participants will view the clues that correspond with the photo of a section of the mural, find the murals, fill in the location on the form and turn in their raffle for a chance to win.

There are two ways to win prizes on First Friday. Participants can find prizes (gift cards to local businesses) hidden at the mural locations from 12 pm-8 pm on First Friday and can submit their form for a chance to win one of three \$50 gift cards to downtown First Friday participating restaurants. To be a part of the raffle, participants can submit the Google form digitally at Moore Square from 5-8 pm. The entire form does not need to be filled out to enter the raffle.

“Hosting this mural scavenger hunt allows DRA to invite the public of all ages to rediscover Downtown Raleigh through our murals while supporting local small businesses in a fun and safe manner,” said David Moore, DRA’s Placemaking + Activations Manager.

In addition, DRA will provide virtual performances highlighting local artists and musicians, available on First Friday webpage on August 7th. Confirmed artists and performers for the virtual portion include: Linnea Imam, Ron Baxter Collective, Lakeisha Reid, Brett Morris, and Orlando Parker Jr. Visit <https://www.downtownraleigh.org/first-friday-raleigh/virtual-first-friday> for more information about each artist.

Several First Friday participating businesses will be offering programming on First Friday. [Visit the First Friday event page](#) for up-to-date information. In order to continue supporting First Friday member businesses and downtown arts organizations, DRA has a list of restaurants and bottle shops that participants can order takeout or delivery from or visit in person following health and safety guidelines.

The First Friday Raleigh website and social media channels will continue to update with relevant information leading up to the evening. For questions about First Friday, contact David Moore at [Davidmoore@downtownraleigh.org](mailto:Davidmoore@downtownraleigh.org) or (919) 821-6982.

#### Presenting Sponsor



#### Silver Sponsors

Atlas Stark Holdings

Cline Design

Duke Raleigh Hospital

French West Vaughan

RATIO

Mission of Downtown Raleigh Alliance: Advancing the vitality of Downtown Raleigh for *everyone*.

DRA facilitates this mission through five goals: 1) Building a culture of authentic engagement and inclusion with Downtown’s diverse community; 2) Fostering a thriving and diverse storefront economy; 3) Facilitating strategic partnerships to produce positive, balanced activations across Downtown; 4) Improving physical connectivity and accessibility within and around Downtown; 5) Positioning DRA as reliable, responsive, representative, and mission-directed.