



For Immediate Release



## Poster Campaign Promotes Public Safety Awareness

*Local Artist Creates Unique Visuals Highlighting Five Commitments*

**STEAMBOAT SPRINGS, COLORADO-September 9, 2020**-Steamboat Creates, Routt County and the City of Steamboat Springs are working with local artist, Jill Bergman, on a public health awareness campaign highlighting the Five Commitments to Containment.

“Art is a fantastic medium on so many levels to begin a dialogue on important social matters and share ideas around community topics, in this case, staying healthy,” said Steamboat Creates Executive Director Kim Keith. “Using local talent puts a stamp on these efforts and ties them uniquely to the Yampa Valley.”

A general call for entries was issued with several artists submitting work in the initial round. Jill Bergman was selected by a jury of five diverse community members. She will design five individual posters emphasizing the importance of the five commitments of containment that the community has used to battle COVID-19.

Each of the five commitments will be showcased in separate posters that build off the same color palette and stylized design. Each poster will be individually available, and all five posters will also be combined into a large wheat paste mural adorning a downtown building wall.

To battle the coronavirus pandemic, the Five Commitments to Containment share five ways that individuals can protect themselves and others. These include wearing a mask, staying six feet apart, staying home if sick, getting tested, and washing hands frequently.

The partnership public art program was funded in part by Department of Local Affairs CARES funds. In addition, Steamboat Creates is covering the printing, digitizing and usage costs with the campaign.

“We’re not out of the woods yet,” said Routt County Commissioner Chair Tim Corrigan. “As we combat COVID fatigue, it’s important to find creative ways to keep public health messaging forefront of mind and ensure the community continues to move forward. As they say, a picture is worth 1000 words!”

Bergman has created work for Friends of the Yampa, The Yampa Valley Sustainability Council, The Bud Werner Library, Steamboat Sotheby's and the Steamboat Springs Winter Sports Club as well as private clients. Many will recognize her mural “The Yampa is Wild” commissioned for the non-profit Friends of the Yampa that is prominently featured on the ambulance barn along the Yampa River showcasing the importance of protecting the environmental and recreational integrity of the river.

-WeServeTheCity-

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