



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Rivers of Steel Partners with Community Stakeholders to Launch Homestead First Fridays

***May 3 inaugural event includes the debut of "Aggregate,"
an LED light installation at the Bost Building.***

Homestead, PA (April 29, 2019)— Rivers of Steel has partnered with local business and artisans in the Homestead community to launch a monthly First Fridays series beginning this May 3, 2019.

To kick-start the season, Rivers of Steel will be debuting *Aggregate*, an LED art installation created by Ian Brill, on May 3 at 8 p.m. at the Bost Building Gallery, 623 East Eighth Avenue, Homestead, PA 15120.

This community effort is a project of the Mon Valley Creative Corridor, an initiative of Rivers of Steel, that aims to strengthen the economic and cultural vitality of the Monongahela Valley by fostering the creative economy, collectively working together with creative professionals, enterprises, and communities to establish the region as a thriving destination – to live, work and play.

In addition to *Aggregate*, Rivers of Steel has multiple presences on Eighth Avenue during the first First Fridays. An exhibition, *From the Vault*, will be on display in the Bost Building Gallery. Notably, *Aggregate* is located in the glass egress stairwell that leads this exhibition in the third-floor gallery. Rivers of Steel is also organizing a street art style exhibition of site-specific murals to be created in the former CVS building at 233 East Eighth Avenue.

- Other art happenings that evening include a pop-up exhibition at 101 East Eighth Ave produced by Associated Artists of Pittsburgh, an exhibition of ceramic art at Eberle Studios, live music at Enix Brewing and Pip & Lola's, live painting at Honest Johns, live axe throwing, kids workshops, open studios and more.
- Rivers of Steel is also partnering with: Voodoo Brewing Co, Arts Excursions Unlimited, Carnegie of Homestead, School House Studios, Mon Valley Initiative and Sign Creators.
- Dates of First Fridays events are May 3, June 7, July 5, August, 2, September 6 & October 4.

These events are a creative placemaking initiative, designed to help fulfill the goal of the Mon Valley Creative Corridor to work within local communities to establish the region as a destination. This work will highlight the main street assets of the community, and it has already generated excitement among our partners.

Rivers of Steel has been invested in this type of main street revitalization in Homestead for 20 years. The restoration of the Bost Building in the early 2000s was one result of this work.

At a time when the focus was on the excitement around the new Waterfront shopping complex, Rivers of Steel had a long view objective for the community's central business street redevelopment.

About Rivers of Steel

Founded on the principles of heritage development, community partnership, and a reverence for the region's natural and shared resources, Rivers of Steel strengthens the economic and cultural fabric of western Pennsylvania by fostering dynamic initiatives and transformative experiences.

Rivers of Steel showcases the artistry and innovation of our region's industrial and cultural heritage through its historical & 21st-century attractions—offering unique experiences via tours, workshops, exhibitions, festivals, and more. Behind the scenes, Rivers of Steel supports economic revitalization—working on the grassroots level to deepen community partnerships, promote heritage tourism, and preserve local recreational and cultural resources for future generations.

Rivers of Steel is one of 55 National Heritage Areas, designated by the U.S. Congress. A National Heritage Area is a place of significance to America, highlighting an important period of history in the development of the United States. For Rivers of Steel, Congress recognized the industrial and cultural heritage of southwestern Pennsylvania.

About Rivers of Steel Arts

Rivers of Steel Arts celebrates creative inquiry by crafting opportunities to interpret the region's past, reimagine its future, and explore a sense of place. Through exhibitions, festivals, workshops, tours, and happenings, Rivers of Steel Arts helps individuals connect with their communities in meaningful ways.

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