



STOREFRONT WINDOWS ARE A CANVAS FOR “ROCK ROAD IN BLOOM” EVENT

Nearly 30 Local Artists Volunteered Time, Talent Over Two Busy Spring Saturdays

GLEN ROCK, N.J., May 10, 2024 – Forty-two storefront windows on Rock Road were a canvas for members of the Arts Council of Glen Rock this spring. The 19 participating businesses positively demonstrated their community involvement and appreciation of the arts by taking part in “[Rock Road in Bloom](#),” ACGR’s annual downtown beautification event.

From a butterfly attracted to pink iris flowers to two playful Husky dogs ensconced among purple and orange orchid blossoms, the Arts Council’s 27 volunteer artists used their own interpretation of the “in bloom” theme in this spring’s window painting project.

“It’s amazing how something as simple as seeing window drawings on a stroll through town can brighten people’s moods, inspire goodwill, and more closely engage people with our local merchants,” said Stacey Gilmartin, co-chair of the event. “Art is a unifying force.”

The Arts Council’s window painting project started in November 2021 during COVID-19. With too many empty storefronts along Rock Road, the “Winter Windows” painting was an inspired idea to “art-ify” downtown. That very successful and appreciated effort turned into a repeat performance the following May 2022 with “Paint the Town Spring” and in November 2022 with another “Winter Windows.” “Rock Road in Bloom” was introduced as an annual activity in Spring 2023 and now 2024.

This year, Arts Council received a \$200 gift donation from Blick Art Materials, which helped defray the cost of paint and materials. Window Genie, a Glen Rock-owned business, was hired to clean the windows in August.

For more photos from this spring’s Rock Road in Bloom (RRiB) and to join or donate to the organization, visit www.ArtsCouncilGR.org.

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Arts Council of Glen Rock is an independent 501(c)(3) non-profit organization. Its mission is to promote, support, and celebrate all forms of the arts. The vision is to make Glen Rock a place where artists of all kinds thrive and are essential to our town's identity.

Media Contact: Lisa Hahn, Arts Council of Glen Rock
Personal: 201-925-1401; Lchahn22@gmail.com