



A Perfect Pick
to stay, play, meet and getaway.

For Immediate Release

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Pear-Scape, a Public Art Sculpture Trail Project Envisioned
Call for Artist and Sponsorship Opportunities Announced

Pearland, TX – February 22, 2016... Pears return to Pearland in the form of a public art sculpture trail project. “Pear-Scape,” upon completion, will feature artistic fiberglass pears sized at 4’ tall painted by local artists positioned throughout the landscape of Pearland.

Pears along the Pear-Scape Art Sculpture Trail will be clustered within City parks and highly visible locations determined by the committee. Early adopters to the sponsor levels will have an opportunity to choose a location and select an artistic design.

Envisioned by the Pearland Convention & Visitors Bureau (PCVB), funding for the initial twenty fiberglass cast pears is secured directly from the City’s Hotel Motel Occupancy Tax. Collaboration with the local community in the form of sponsorship opportunities will offset the installation, artists’ stipends and related costs for completion.

“Our goal is to promote tourism and cultural arts within Pearland,” says Kim Sinistore, executive director, Pearland Convention & Visitors Bureau. “We’ve created a committee of organizations comprised of public, not for profit and private businesses who support the mission to promote cultural tourism and community pride, ultimately bringing more visitors to Pearland.”

The PCVB teamed up with the Pearland Arts League and Pearland Alliance for Arts & Culture to conduct a Call for Artists to submit Pear designs for this project.

"It has been a pleasure representing Pearland Arts League on the 2016 Pear-Scape project committee. The Pearland Convention & Visitors Bureau staff led by Director, Kim Sinistore has always supported the arts in Pearland and soon the public will be able to enjoy the pear sculpture trail because of their efforts. Thanks to the PCVB and to the City of Pearland for showcasing the arts in Pearland," Margo Green, exhibit chair, Pearland Arts League.

A variety of trees will also be planted by Keep Pearland Beautiful to accompany the Pear sculptures and enhance the overall landscape. The combination of art and nature enhances Pearland's beauty.

"We're very proud to be associated with the Pear-Scape project and see it as a great opportunity to work with the local community to beautify Pearland and elevate nature and art," according to Andrew Miller, executive director, Keep Pearland Beautiful.

Pear-Scape embodies a new tourism and cultural arts element in Pearland and offers community partners and sponsors an opportunity to participate in a few ways. For more information, go to visitpearland.com/pearscape or call 713-436-5595.

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About Pearland Convention & Visitors Bureau

The Convention & Visitors Bureau in Pearland is a division within the City Of Pearland, City Manager's Office. The role of the Convention & Visitors Bureau is to promote and coordinate tourist related activity within the City of Pearland. To accomplish this mission, the Convention & Visitors Bureau is responsible for the promotion of hotel rooms and convention attendance within the City; works with tourist related organizations within the City to coordinate marketing, advertising, promotion and programming; works with State

and regional organizations which are responsible for the promotion of the region, and works to coordinate activities within City Government which directly or indirectly impact tourism. visitpearland.com