



MAYOR GINA-LOUISE SCIARRA

City of Northampton

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Media Advisory - April 24, 2025

Paradise City Arts Mural Unveiling at City Hall

Date: Monday, April 28, 2025

Time: 11:30 AM

Location: City Hall, 210 Main Street, Northampton

Mayor Gina-Louise Sciarra will join Paradise City Arts and members of the arts community to unveil a new 14-foot community mural celebrating the city's rich artistic and cultural history, featuring famed opera singer Jenny Lind and the origin of the name "Paradise City." The mural was created during the 30th Annual Paradise City Arts Festival as a public art collaboration led by renowned artist Rick Freed.

Painted over three days by community members of all ages, the mural captures the iconic view of the Connecticut River Valley from Mount Sugarloaf, Northampton City Hall, and a portrait of Jenny Lind surrounded by nightingales. It marks a vibrant tribute to the arts and the story behind the city's beloved nickname, "Paradise City."

Press inquiries should be directed to Mariah Swanson, Director of Marketing for the Paradise City Arts Festival, at [mswanon@paradisecityarts.com](mailto:msonian@paradisecityarts.com) or 413-587-0772 x106.