



## LOVEEVOLVE Mural Q&A

### Why a mural?

Science tells us words can change the brain permanently. By simply and consistently displaying LOVE, we can build a more loving world.

Our Stop And Love™ Movement seeks to support each of us in remembering that at any moment, on any given day, we have the power to STOP and choose LOVE.

Our LOVEEVOLVE LOVE Swaddle® Mission seeks to wrap every baby in a LOVE swaddle blanket from the moment of birth. Currently 8 Virginia Hospitals are participating in the LOVE Swaddle program. Every swaddle includes tools and resources for healthy relationships. Help unify your community with a communal mural.

### Do I need permission?

Yes. You need permission to have a wall painted.

Once you've identified a possible location, you need to obtain permission from the owner of that space. We have painted murals on both private and public spaces BUT permission is always needed.

### What is the cost?

Currently, Loveevolve attempts to secure donated paint, transportation and accommodations.

We believe so strongly in the mission that our goal is to make this project as simple and feasible as possible.

Typical Expenses:

Paint/Supplies

Transportation

Accommodation (room and board for two nights)

Labor

### Getting it painted/How long does it take?

We typically arrive the night before and begin prepping and painting early the next day.

Painting a mural is a 48 hour event with transportation, execution and promotion.

### How to promote?

This is the fun part! Recruit your audience to help paint and support your efforts. Use social media

Reach out to a local news outlet

We can brainstorm with you on other ideas, as this typically looks different for every location.

### What's the benefit?

Not only will it generate awareness and media for the mural site but it will show your engagement in the community, and continue to unify those who pass by the mural.

\*We always strive to meet your community's expectations but due to surface texture, environmental factors and weather, each completed Loveevolve mural will have a unique appearance and lifespan.