

Art Miles Mural Project and Muramid Arts and Cultural Center



October 8, 2020

Letter of Reference: My Hero Project

The Art Miles Mural Project has been affiliated with the My Hero Project for over 10 years as a partner organization that creates amazing educational initiatives throughout the world. The staff of My Hero are not only skilled, but totally dedicated, loyal and passionate about the work of the United Nations and the SDGs. The proof of this is illustrated through the global partnerships and success of their modern interactive virtual programs and opportunities offered to students, teachers, and families and of which all of this can be seen on their website.

The long years of positive global impact on advocating and promoting the achievement of the SDGs has been incorporated throughout the massive participation in programs that include amazing on line galleries generated by people of all ages, film makers, film festivals, and awards that all address elements of the SDGs that started out years ago as the MDGs. It has been their intensive innovation, inspiration and encouragement that has yielded thousands of participants and prestigious sponsors that provide further acknowledgement to one of the BEST online educational and creative programs available not only in the US, but as I stated earlier throughout the world.

Our association with My Hero has been a joint effort to highlight the SDGs through facilitating the creation of over four thousand five by twelve foot themed murals on canvas with people from all ages and from over 100 countries, in support of the UNESCO Decade(s) for the Culture of Peace. They in turn have exhibited and highlighted many of them online and featured them during the many projects and programs they created over the years, many of murals and stories dedicated to the of survivors of both natural and human disasters. I believe their project has gone beyond replication and has been upscaled on a continuing basis that started out with outreach to local communities and has now grown as an outstanding global educational and fun project for all.

However, the one element not included in previous comments is the heartfelt outreach, kindness, passion and belief in the talent of our youth and the urgent need for bringing people together to express themselves in creative ways that make such a huge impact on lives versus simple classroom activities and the integration of technology. The comprehensive caring attitude about every person involved be they staff, interns, students, and the global partners comprises an amazing family of like minded people that want to teach and share with the world how each individual can contribute something constructive by consistent and strong advocacy of SDGs, showcasing individual abilities and creativity. Their way of saying "Thank You" is special as well, because they truly embrace the partnerships and people involved always, inspiring and encouraging us to feel further motivated and humbled by their thoughtfulness!

The Art Miles Mural Project supports the work of My Hero because we recognize the value and impact it has that normal textbooks cannot embrace critical individual and personal interaction that they provide. We believe and together, with other projects and organizations, My Hero has an innovative approach to not only creating awareness, but inspiring action.

A recipient of a UN SDG Action Award would not only honor their long years of global service and help elevate their meaningful results-oriented actions on behalf of the world's youth and involvement in attaining the tenets of the SDGs!

Sincerely,

Joanne Tawfilis

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