



MEDIA ADVISORY: For Immediate Release

DATE: January 23, 2023

CONTACTS: Kate Pittman
Executive Director
ViBe Creative District
Kate@VibeCreativeDistrict.org

Art of Humanity event to honor The Season for Non-violence in ViBe Creative District



(Virginia Beach, VA) January 23, 2023—The Season for Nonviolence Collective, NAMI Coastal Virginia, VB Human Rights Commission, StandUp for Kids Hampton Roads and ViBe Creative District nonprofit announced today that the public is welcome to participate in a small ceremony called The Art of Humanity Event on Monday, January 30th at 5pm to celebrate the opening of The Season for Nonviolence. All people are welcome to attend the dedication of a new planter bench in the Season for Nonviolence Parklet at the corner of 20th St and Cypress Avenue. Local students will read speeches and share hand painted kindness rocks to spread the message of mental well-being and nonviolence. Volunteers will conduct a ceremonial planting in the new wooden bench built by local Virginia Beach vocational technology students in honor of those who have lost their lives to violence

in the past year. Free resources will be handed out regarding mental health awareness and Season For Nonviolence readings, music and activities. This event is free and open to the public.

The Season for Nonviolence is celebrated annually from January 30 to April 4 as a national 64-day educational, media, and grassroots campaign dedicated to demonstrating that non-violence is a powerful way to heal, transform, and empower our lives and our communities.

SEASON FOR NONVIOLENCE COLLECT VB:

This student-led group is guided by local educators, VB Human Rights Commissioners, and other partners to implement best practices within their schools and communities centered on raising awareness for mental health well-being and cultivating a culture of nonviolence. Participating school leaders can earn Season for Nonviolence Flags for their schools.

VIRGINIA BEACH GIRL SCOUTS:

A local girl scout troop will lead clean up efforts in ViBe District gardens during the Season as a peaceful activity to foster community-building and civic leadership.



NAMI COASTAL VIRGINIA

During the Season for Nonviolence, NAMI will host public sessions for mental health awareness. For more details, visit: [NAMI Coastal Virginia | National Alliance on Mental Illness](#)

VB LIBRARIES TO PARTNER:

Virginia Beach Libraries will partner in this effort to host displays inside each of the City of Virginia Beach Public Libraries highlighting books, reading lists, music lists, mental health well-being in support of this global movement and the local community grass-roots initiative. **SEE ATTACHMENT**

PUBLIC AWARENESS INITIATIVE:

Season for Nonviolence posters will be shared and posted in ViBe businesses and along the Virginia Beach Oceanfront to encourage the public to seek resources for mental health and bring awareness to nonviolence.

CLOSING EVENT TO BE HOSTED ON APRIL 4: A public event in the spring will be held to honor the closing of the season on April 4, 2023 in the ViBe District. Details will be released later this Spring.

About the Season for Nonviolence Collective

Dedicated to promoting nonviolence as a powerful way to live. Through active nonviolence we can transform and empower our lives and our help our communities find peace and prosperity. The Season for Nonviolence is an annual season held from Jan. 30 through April 4 inspired by the memorial anniversaries of Mahatma Gandhi and Dr. Martin Luther King, Jr. The Season began in 1998 and has become an international movement and educational grassroots campaign. The profound wisdom, composure, discipline, dedication, and perseverance of these two leaders continue to teach and remind us that nonviolence is more powerful than any weapon. The Season sets focus

on action and education to understand the power of peace we hold in our own hands that can enrich our lives and push change for a truly peaceful community.

About NAMI Coastal Virginia

NAMI Coastal Virginia is a nonprofit, community-run organization that advocates those affected by serious mental illness. NAMI offers ongoing education and training programs, support groups, and a 24/7 helpline. NAMI connects to people with the goal of improving the quality of life for recovering individuals and their families. NAMI Coastal Virginia advocates at the local, state, and national levels to eradicate the stigma associated with mental illness and is committed to improving the lives of the community at large through free educational programs and community-wide inclusion. [NAMI Coastal Virginia | National Alliance on Mental Illness](#)

About the Virginia Beach Human Rights Commission

The Virginia Beach Human Rights Commission (HRC) exists to advocate for the human rights of residents in the City of Virginia Beach. HRC programs work toward mutual understanding, respect of all citizens and advocacy of human rights for all people. This includes conducting recognition and educational programs, discussion forums, acting as liaison to other community and governmental commissions or agencies, and referral assistance to citizens who feel their rights have been violated. More information can be found online at www.vbgov.com and on their facebook page: <https://www.facebook.com/HRC4VB/>

About StandUp for Kids Hampton Roads

StandUp for Kids - Hampton Roads is the second oldest StandUp for Kids chapter, having been established in 1991 at the Virginia Beach oceanfront. Our volunteers serve homeless youth up to age 24 and their dependents through the following programs: Drop In Center, Street Outreach Program and High School Mentoring Initiative. [Hampton Roads \(standupforkids.org\)](http://HamptonRoads(standupforkids.org))

About the ViBe Creative District

The ViBe Creative District non-profit is a 501c3 that exists to promote, support, connect, and inspire the creative industries to boost our local economy, grow jobs, and enhance our quality of life. It works to create and revive economic vibrancy in our neighborhood with a remarkable local vibe. Additionally, ViBe strives to enhance a place of discovery for locals and visitors along with economic vitality to meet the City of Virginia Beach's vision for a quality resort destination. For more information on please visit www.ViBeCreativeDistrict.org, email info@ViBeCreativeDistrict.org call 757-202-9533 or follow ViBe Creative District on Facebook at www.facebook.com/ViBeCreativeDistrict and Instagram at www.instagram.com/thevibecreativedistrict/

###