



**FOR IMMEDIATE RELEASE**

## Mud Bay Party Celebrates Official Dedication of Glisan Street Mural New fine art mural welcomes visitors to Northwest Portland

**PORTLAND, Ore.** — To celebrate the completion of a Northwest Portland mural, Mud Bay is hosting a dedication party at 1616 NW Glisan Street from noon to 2:00 p.m. on Saturday, September 9. Open to the public, the festivities will feature an assortment of refreshments and giveaways for locals and their pets. Mural artist Anisa Makhoul will also attend the event.

When people used 2B exit of Interstate 405, it was hard to tell they'd just arrived in vibrant Northwest Portland. After Mud Bay decided to locate their second Portland store on Glisan Street, they saw an opportunity to commission a gift for the community that had generously welcomed them to the area. Marketing director Charlene Hassencahl suggested a fine art mural that would provide a noticeable landmark for visitors entering the neighborhood.

To guide the mural project from idea to reality, Mud Bay hired local advertising agency Borders Parren Norrander. BPN led Mud Bay through all the mural design stages and recommended Portland artist and illustrator Anisa Makhoul for the project. Makhoul, who's worked with clients such as Vogue and Anthropologie, created the original illustration that became the Glisan mural. In the mural, dogs and cats wait on the doorsteps of homes that are a pastiche of unique Portland architectural landmarks.

Mark New, owner of the Glisan Mud Bay building and founder of New and Neville Business Real Estate, enthusiastically supported the project from the beginning. He gave his approval for the final design, and his loyal Dachshund even makes an appearance in the finished mural.

People interested in the event should visit the Glisan Mud Bay store to enjoy a selection of local refreshments made to tantalize canine and human palates. Outdoor tents will also offer cat and dog treats and toys, as well as a raffle to win larger prizes.



*Photo courtesy of Mud Bay. Completed mural by artist Anisa Makhoul.*

**About Mud Bay**

Founded in 1988 in Olympia, Washington, Mud Bay is the Pacific Northwest’s largest retailer focused on healthy, natural nutrition for dogs and cats. With 45 locations in Washington and Oregon, Mud Bay remains focused on providing a quality shopping experience for both pets and pet owners with a solution-based staff approach. For more information about Mud Bay, visit [www.mudbay.com](http://www.mudbay.com).

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