



FOR IMMEDIATE RELEASE

Contact: Sal Zerilli

Phone: 310.254.0725

Email: szzerilli@gmail.com

An Original Documentary Film about The Fish Workers Mural and a Public Discussion

Awesome Gloucester Partners with Persistent Productions to Honor Those Who Have
Made a Living Working "On Fish"

In June, Awesome Gloucester commissioned Studio Fresh to create original public art to honor the legions of people in Gloucester who have made a living working "on fish" in "on land" jobs. The mural includes images of women processing fish, a lumper, and a fish cutter.

During the creation of the mural, Persistent Productions, a Cape Ann based film and documentary production company, produced an original 6-minute documentary film detailing the meaning and motivations of those involved in conceiving and completing the mural. Focusing on the motivation behind Awesome Gloucester's decision to initiate the Mural project, the team at Persistent Productions conducted interviews with the Awesome Gloucester team, the artists at Studio Fresh and filmed the making of the mural over the course of the two week period using drone filmography and capturing the efforts by the artist on the wall.

Reflecting these themes, Mike Rogers of Persistent Productions says: "The experience of producing this film allowed for my team to participate in a project that was at it's core about community connections, bringing together non-profits, artists, businesses and a local museum in recognition of some of it's hardest working locals. The film showcases what can be accomplished when people come together all in unity around one common goal. It was a pleasure for my team to connect and film with each and every participant."

The mural itself is now proudly displayed on an outdoor wall of Ocean Crest Seafood/Neptune's Harvest Fertilizer, in the Fort neighborhood of Gloucester. Ann Molloy, a Trustee of Awesome Gloucester whose family owns Ocean Crest Seafood, was featured in the documentary film: "This project has meant the world to me and my family. We are proud and honored to have this mural on our building, paying tribute to



all the people, especially the women, who work so hard packing and cutting fish. It's no easy job, and it's great to see them get officially recognized, here in Gloucester!"

In addition to Ocean Crest's generous contributions, Awesome Gloucester also partnered with artists from Studio Fresh, Josh Falk and Dana Woulfe, on the mural concept and its translation to the finished version of the original art. Additionally, the Cape Ann Museum and The Down the Fort Documentary and Archive project made free contributions of archival photographs that inspired the mural imagery; photographs from both groups were also incorporated into the film itself.

"This project was a real community effort," said Sal Zerilli, Founder of Awesome Gloucester. "It was inspiring to see Persistent Productions donate their time and talents to documenting the mural project. We're grateful to CAM for allowing us to use amazing images from their archive for both the mural and film projects. We're also thankful for the contributions of Allison Mueller, Kyle White, Studio Fresh, Ocean Crest, and all of the Awesome Trustees for making these projects happen."

The film will debut on November 12 at 6p on the Gloucester Facebook page. The film will be available on that page thereafter. A community-wide conversation will also happen on November 12 at 7p on Zoom (<https://us02web.zoom.us/j/81506707722>). Both events are open to the public. Event details can be found Awesome on the Awesome Gloucester Facebook and Instagram pages.

Since its inception in 2013, Awesome Gloucester has awarded \$101,000 in \$1000 micro-grants to local initiatives aimed at making local life even better. In addition to The Fish Workers Mural, projects Awesome Gloucester has supported include the Cape Ann World War 2 Portraits Project, the Cape Ann Foster Closet, and the Gloucester 400 Stories Project.