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PRESS RELEASE: FOR IMMEDIATE RELEASE

Local Studio/Artist Selected to Design and Paint a New College Basketball Experience Facility Mural with UMKC presence.

Kansa City, Kansas - April 13, 2016 - AOART5 llc and Strong Ave. Studios are pleased to announce that Owner, Art Director and Lead Creative, Anthony "AO" Oropeza, has been selected to design and paint a 17ft x 12ft mural in The College Basketball Experience's "Hoop Shop", which will include a UMKC presence, including the UMKC logo and silhouettes of the UMKC basketball players.

About the Design

Oropeza submitted a design and proposal in Feb of 2016 and was selected in late March for the project. The design will be the backdrop of the The College Basketball Experience Hoop Shop located on the 2nd floor of the facility.

The two-dimensional 17ft x 12ft design will have a college and street feel to it, which includes The College Basketball Experience Logo, the UMKC logo and silhouettes of UMKC players in play. It is a colorful eye-catching design and shows the connection between the street, the hip-hop culture and the college basketball culture.

The Artists

A team of artists associated with Strong Ave. Studios, including Jon Woodard (Arkansas), who is traveling to KC to assist AO in painting the project onto the massive concrete wall. "This mural was an awesome piece to design, especially for an awesome Kansas City facility like The College Basketball Experience.", Oropeza says.

Oropeza also said, "As a huge college basketball fan, it is even a bigger honor to be given the opportunity to put a small artistic stamp on the KC and college basketball scene. My goal was to create something that not only the CBE and UMKC would like, but something the CBE visitors, fans, out-of-townees and most importantly something that many Kansas Citians would want to see and possibly be proud of."

Project Start Date

Project on April 20th, and plan to complete it by April 25th.

About The College Basketball Experience (CBE)

Established in October, 2007, the College Basketball Experience (CBE) is a division of the National Association of Basketball Coaches Foundation, a national leader in philanthropic activities involving the education and mentoring of youth. The CBE is a multi-purpose, multi-use facility, family entertainment center for all ages. The award winning and nationally recognized CBE is home to the National Collegiate Basketball Hall of Fame. This highly unique facility celebrates the history of men's collegiate basketball in the town where it literally all began in Kansas City, Missouri. The history of the game, including the great coaches, players, teams and championship games are highlighted in the CBE. Visitors from across the globe have come to marvel at and be a part of this living, impressive and unparalleled venue.

About AO

Oropeza is a full-time web development coordinator for a local parks and recreation district and in the evening works as the Owner, Art Director and Lead Creative of his sports painting studio - AOART5 llc and his comic book publishing studio Strong Ave Studios. Oropeza, a graduate of Rockhurst College ('96) and Kansas City Kansas Community College ('91), is gaining notoriety for his recent sports art featuring the Kansas City Royals but is also a writer, publisher and creator of his bilingual comic book AMIGOMAN. The book is published for kid's preschool - 8th grade with the intention to promote reading in both English and Spanish for all levels of readers. His comic book publication allows him to visit many area schools to speak to students about and show his work as an artist, designer, writer and publisher.

About AOART5 and Strong Ave. Studios

AOART5 and Strong Ave. Studios are Oropeza's art and design studios. The studios focus on primarily Sports Art, Comic Book, Character Art, Storytelling, Entertainment, Design and Graphic/Web Design Consulting. The studios is currently working on new kid-friendly stories and various sports designs and paintings.

Studio Contact Information: Project Link: AOART5.com/thecebemural

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