



May 10, 2017

Ms. Jane Weisman

Dear Ms. Weisman:

It is with great delight that on behalf of the Loisaída Inc. Board of Directors, Executive Leadership, and the 2017 Loisaída Festival 30th Anniversary Celebration, we officially inform you of our decision to posthumously recognize Eva Cockroft, the founder and former executive director of Artmakers Inc., to receive our highest honor, The VIVA LOISAIDA AWARD, in recognition of her dedication, love, artistry, and service to the people of the community of the Lower East Side.

Eva was one of the most accomplished public arts pioneers having created murals around the world, and particularly acclaimed for her leadership in the mural movement's golden age in the Lower East Side, which continues to benefit from the impact of her vision as an artist par excellence and activist for social change and justice. This is affirmed by the acclaimed exhibition at the Loisaída Center-La Lucha Continua, which features the many murals, artists, causes, issues and struggles of a neighborhood under siege, but a community strong in its resolve to persevere.

For all of this and more, we want to have you accept the VIVA LOISAIDA AWARD on her behalf, as a token of love, respect, and appreciation from a community that continues to acknowledge Eva's commitment and contribution to the Legacy of Loisaída!

We will present the Award at the 30th Annual Loisaída Festival, which will take place Sunday, May 28th from 12pm to 5pm, on Avenue C (Loisaída Avenue). The Awards Presentation is scheduled to happen between 2 to 3pm. In addition, a special pre-festival opening reception will also recognize and feature our VIVA LOISAIDA Award recipients, which will take place on Thursday, May 25th at 6:30pm at the Loisaída Center 710 East 9th Street.

We await your confirmation. If you should require additional information, please feel free to call me at 646 919 2557.

Sincerely,

Libertad O. Guerra,
Director, Loisaída Inc.

The 30th Loisaída Festival
30 YEARS CELEBRATING OUR IMMIGRANT AND MIGRANT COMMUNITIES!
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