

PRESS RELEASE



FOR IMMEDIATE RELEASE

Original New North artwork to be unveiled at June 9 Summit at Lambeau *Piece by Haitian-born artist Gregory Frederic will capture spirit of region's people, activities*

NEW NORTH, May 11, 2022 – The unveiling of original artwork by Gregory Frederic of [CrewlArt](#) will be one of the highlights of the annual New North Summit, set for Thursday, June 9, at the Lambeau Field Atrium in Green Bay. The piece represents the spectrum of people and activities within the region.

Frederic's art connects with an interactive digital mosaic, which is engaging participants leading up to the event. The mosaic will represent the many different people, cultures and talents that come together to power the New North region. The public is invited to upload a photo of themselves and share what they love about living and working in the New North at www.thenewnorth.com/mosaic.

The digital mosaic and Frederic's artwork are sponsored by The Boldt Company and Community First Credit Union. Nicolet National Bank is the Platinum sponsor of the New North Summit, the region's largest economic-development event.

"We are excited to share Gregory's artwork with everyone at the Summit," says Barb LaMue, president and CEO of New North Inc. "It truly is inspiring, and it represents the range of people living and working in the New North. We are happy to celebrate and support this great artist from our region."

Frederic, who turns 37 in July, first discovered his artistic talents at age 23, when friends introduced him to the local art world in his native Port-au-Prince, Haiti. Mentored by successful Haitian artists, he began with oil paintings before moving to murals for local businesses. His evolution continued as he changed to acrylic and canvases, developing a unique technique. At his first solo exhibit, held in 2011 in Haiti, he sold 14 original paintings.

"I'm very excited about the New North piece – it's something I've been waiting on for a long time," says Frederic. "To be able to show people what's going on in Northeast Wisconsin is meaningful. We have so many great things happening here. Cool things. Four seasons – so many things to do outdoors. It's so beautiful.

"It's more than football. The culture here is building and growing. The arts are popping up all over the place. It's more than you think. People should know it."

Frederic moved to Green Bay in 2013 after meeting his future wife, Amy, an Oconto Falls native, while she was on a mission trip to the country. The couple subsequently married in 2014, and today have one child together. He began his personal immersion in the local art scene through a visit to Artstreet, an annual Green Bay-area art festival, upon arrival to the area.

"I love Northeast Wisconsin," he says. "I feel like the moment I moved here, things changed for me. The people embraced me – it's become almost like home to me."

Frederic is a wonderful representative of New North's ongoing digital campaign, More YOU in NEW, designed to attract and retain talent to the area, according to Renee Torzala, the organization's vice president of marketing & investor relations. The initiative shares the stories of individuals who have moved to the New North from outside the region, sharing their experiences and what made them fall in love with the area.

"Since coming to the New North less than a decade ago, Gregory has established himself as one of the area's top artists," says Torzala. "He has thrived, all while sharing his deep love of the area through his words and artwork."

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PAGE TWO

For Frederic, his artwork for the New North Summit is highly personal.

“I can feel myself in the painting,” he says. “I can’t wait to see how people react to the piece when it’s unveiled,” adds Frederic. “I want people to see what we have in Northeast Wisconsin.”

A collection of Frederic’s art also will be on display at the New North Summit, outside the Legends Room on the fourth floor of the Lambeau Field Atrium.

The New North Summit program features a wide range of speakers and presentations that highlight innovation, collaboration, talent and teamwork in the New North region. Event registration, along with a full agenda, is available at www.newnorthsummit.com.

The New North Summit is geared towards business executives, education leaders, non-profit and government leaders from around the region and state.

WHERE: Lambeau Field Atrium
1265 Lombardi Avenue; Green Bay, Wis.

WHEN: Thursday, June 9, 2022
8:30 a.m. – 4:00 p.m.

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New North, Inc., is a 501(c)3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. www.thenewnorth.com

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