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## **Press Release**

### Mural Painting in Paradise – Wildfire Ready Raccoon® & Friends

As part of the ongoing efforts to reduce wildfire risk, a new mural featuring mascot [Wildfire Ready Raccoon®](#) and friends is being painted in Paradise by local artist Jess Mercer.

The public is invited to view the live painting of the mural through the end of June.

Located in Downtown Paradise (right on Skyway) next to the Town of Paradise Building Resilience Center and across from Nic's Wine Bar, the mural is sure to catch a few eyes.

Wildfire Ready Raccoon® has grown as a mascot favorite among local schools and community events with his wildfire safety messages including how keep to the first five feet of the house free of flammable materials, defensible space basics, how to pack a go-bag, and creating a family wildfire action plan.

Jess Mercer has an integral role in the region's ongoing recovery from the 2018 Camp Fire, including helping with the painting of other murals in Paradise. You may have also come across her epic Phoenix Keys Project, or her colorful Mobile Art Studio. Or perhaps you caught her [CNN interview](#). She's also the founder and owner of Butte County Art on Wheels. While many keys made up Jess' breakout

*Phoenix* sculpture, her newest art creation will continue touching those who drive or walk past it, each day in Paradise.

The design of the mural was created by artist Aja who has illustrated children's books and the custom game "Paradise-Opoly" among other creative projects.

The mural illustrates several key elements:

- A fire-safe house with the first five feet cleared of vegetation.
- A forest with healthy spacing and diversity of trees.
- Apple trees commemorating the history of Paradise orchards.
- Goats grazing as a representation of healthy options for brush management.
- Daffodils which have become the Town of Paradise flower.

Overall, the mural is a tribute to creating a culture of preparedness for wildfire which includes youth, family, and people of all walks of life.

The Butte County Fire Safe Council is a non-profit grass roots education community organization. Educational materials and information for your wildfire safety plans are available at our website [www.buttefiresafe.net](http://www.buttefiresafe.net) or by visiting the Butte County Fire Safe Council office at 6585 Clark Road, Suite 240.

Call 530-877-0984 to request a delivery.

*Funding for the project comes from the Butte County Air Quality Management District's Community Air Protection Program.*