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Newest Fry's Food Store to Feature Original Mural by Artist Frank Gonzales



October 25, 2017 (Mesa, AZ) – Fry's Food Stores commissioned Valley-based artist Frank Gonzales to create a 14ft wide by 5ft high mural within the newest Fry's Marketplace, located at 150 East Old Way Hwy, Apache Junction, AZ 85119. The store is scheduled to open with a celebration and ribbon cutting at 7 a.m. on Friday, October 27, 2017.

Submissions for the mural were requested from artists living and working in the Phoenix metropolitan area. The request for qualifications specified that the mural should "use local references to evoke a creative, uplifting feeling that encourages community and celebrates the spirit of the neighborhood." Three finalists were selected from more than 15 submissions, including artists Craig Cheply and Xandriss. Fry's Food Stores selected and awarded Gonzales \$9,000 for the commission.

"Frank was selected because of his connection to the community and his exceptional talent," said Bo Wachendorf, Art Project Manager, Fry's Food Stores "His work captures the unforgettable qualities of our desert inhabitants and landscape."

Frank Gonzales was born in Mesa, Arizona and grew up in Tempe. He received his BFA from Laguna College of Art and Design in 2003. His work explores ornithological subjects and organic elements using references from various sources along with his own imagery. By creating the paintings through reference and fictional elements, "there becomes a play between artificiality and realism," says Gonzales

Gonzales has lived on both coasts, but is drawn to the unique beauty of the Sonoran Desert which he calls home and is a common inspiration for his work. He approaches the work with a sense of play and wonder rather than an informative illustration.

Mesa Arts Center facilitated the submission process and Fry's Food Stores conducted the review and selection process. "We were pleased to be a part of the process to identify a local artist to personalize the new Fry's Marketplace. This investment in and reflection of the community is a model we encourage and are proud to support," said Robert Schultz, Assistant Arts and Culture Director, City of Mesa. "We hope this collaboration inspires other area businesses to work together with local artists and arts organizations to bring the unique character of their geographic region to their stores."

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About Fry's Food Stores

At Fry's, we are dedicated to our purpose: to **Feed the Human Spirit™**. Headquartered in Tolleson, we employ more than 20,000 Arizona residents; operate 123 Fry's Food Stores, and 92 Fuel Centers throughout the state. Fry's has been serving Arizonans' with fresh food at famous low prices since 1960.

Fry's has many employment opportunities. For details about full and part-time opportunities, visit jobs.frysfood.com. Join for a job – stay for a career!

For more information about Fry's or ClickList, visit the company's web site at www.frysfood.com. Fry's is a division of the Kroger Co. (Fry's also is available on Facebook, Instagram and Twitter.)