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**NEWS
RELEASE**

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El Paso Museum of Art Presents *Rebeca Méndez: El Norte*

EL PASO, Texas — The El Paso Museum of Art (EPMA) invites the public to view its new exhibition, *Rebeca Méndez: El Norte*, opening on Thursday, January 20.

Rebeca Méndez: El Norte introduces a unique and intimate four-minute digital work experience in which the artist embarks on a quest to conquer a piece of the North by herself. Her struggle during a snowstorm symbolizes the journey of Mexican migrants and the instinctual search for resources and better opportunities.

Rebeca Méndez is a Mexican American artist devoted to creating art and design that expands awareness. Méndez creates projects exploring the social and ecological impacts of climate change.

“We invite the public to experience the intimate gallery setting of *Rebecca Méndez: El Norte* at EPMA. The space encourages a silent reflection of this digital artwork, which is part of our permanent collection. The work addresses themes of environmental justice and migration,” said Cultural Affairs and Recreation Managing Director Ben Fyffe.

The exhibition is free to the public and runs through June 19.

Generous support for this exhibition is provided by the Texas Commission on the Arts, the El Paso Museum of Art Foundation, and the City of El Paso Museums and Cultural Affairs Department.

For more information on the exhibition, or to learn more about scheduled programming and the El Paso Museum of Art, visit www.epma.art.

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