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**Memorial Park Association Receives Donation from
Photographer Mark Krancer to Benefit the Hurricane Irma Recovery Fund**
Local Goods Market also Donates

November 15, 2017 — Jacksonville, Fla. — The Memorial Park Association received a donation totaling more than \$4,000 from local photographer, Mark Krancer of Kram Kran Photo.

On September 11, 2017, Hurricane Irma hit Jacksonville and caused severe damage to Memorial Park located in the Riverside neighborhood. Mr. Krancer captured what many consider to be the most iconic photo of Northeast Florida during Hurricane Irma, *Life In The River*. The photograph was captured, in waist-deep storm surge waters of the St. Johns River.

Prints of *Life in the River* were made available for purchase through Local Goods Market with fifty percent of the proceeds being donated to the Memorial Park Association to assist with recovery. “Memorial Park has meant so much to me since coming to Jacksonville. To be in a position to help give back to a park that has given me so many precious memories is incredibly rewarding. Collaborating through the dedicated art community has been phenomenal and an inspiring experience,” said Mark Krancer.

Founder of Local Goods Market, Brooks Whalen explained, “When we heard of Mark’s desire to help with the recovery effort at Memorial Park, we knew we should get involved. We are honored to have partnered with Mark by handling the fulfillment and hand delivery of this beautiful photograph. We were also happy to waive our artist’s commission and donate our standard delivery fee to the Memorial Park Association’s recovery fund.” Local Goods Market donated \$375 to the Hurricane Irma Recovery Fund.

“*Life in the River* is an iconic photo and I expect people will talk about for many years. The association is very thankful for Mark’s generosity. Although the park sustained significant damage, the association is working diligently with the City of Jacksonville to repair it. These donations will greatly assist us in our efforts,” said Percy Rosenbloom III, President of the Memorial Park Association.

Prints of the image *Life In The River* will continue to be offered online through [Local Goods Market](#) with fifty percent of the proceeds being donated to the Memorial Park Association. Money donated will continue to be allocated to the Hurricane Irma Recovery Fund and will support park cleanup and recovery efforts. Donations may also be made online at memparkjax.org/donate.

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About Memorial Park and the Memorial Park Association

Memorial Park is located at 1620 Riverside Ave., between Margaret Street and Memorial Park Drive in Riverside near the Five Points area of Jacksonville, Fla. Established in 1986, the Memorial Park Association is a nonprofit charitable organization serving its mission to enhance, promote and preserve Memorial Park as the premier historic park in the City of Jacksonville.

Designed by the famed Olmsted Brothers and dedicated on Dec. 25, 1924, it is the only park in the state dedicated to the 1,220 Floridians who lost their lives in service during World War I. In 2012, the Memorial Park Association initiated major planning efforts to restore and rehabilitate Memorial Park to its original grandeur, culminating in the development of a viable master plan that will serve as the foundation for continued restoration efforts.

Learn more about Memorial Park and the Memorial Park Association [here](#) or visit them on [Facebook](#).

About Kram Kran Photo

Mark Krancer moved to Jacksonville in 2014, and instantly fell in love with the beauty of the area. The very first day, he passed the *Life* sculpture in Memorial Park and knew Riverside was where he wanted to be. Whether a historic landmark, the activity of the river, or sweeping cityscapes, Mark saw potential, and the First Coast's beauty opened his passion for photography. Shortly after, he began recording the spirit of the city and surrounding area through his photography. Since then, his love for the area has only grown. Mark appreciates beauty when he sees it, whether an inspiring sunrise on the St. John's river, a dockside seascape, romantic nightscape, or a moving train.

Mark's photography has been displayed at various exhibits around Jacksonville, as well as internationally. Mark was a featured artist in the Haskell Gallery at Jacksonville International airport for the "On City And Culture" exhibit. His work has also been shown at the Usagi Art Gallery in Brooklyn, NY, as well as Galeria6mas1 in Madrid, Spain.

During Hurricane Irma, Mark trekked out into a flooded Memorial Park to capture what many consider to be the iconic shot of Jacksonville during the storm, *Life In The River*, which is currently on display. For more information on purchasing this, or any of Mark's prints, please contact him at Mkrancer84@gmail.com with questions. A direct link to purchasing various sizes and mediums of "Life In The River" can be found on his website, www.KramKranPhoto.com or visit him on [Facebook](#).

About Local Goods Market

Local Goods Market is a community of local artists and small businesses that have come together to create Jacksonville's first local online marketplace. After providing a successful launch of Mark Krancer's *Life in the River* they are now providing free Local Delivery for all qualified purchases. Prints of the image *Life In The River* will continue to be offered through [Local Goods Market](#) online and can be purchased through at <https://localgoodsmarket.com/product/life-in-the-river-by-mark-krancer/>. Learn more about Local Goods Market [here](#) or visit them on [Facebook](#).

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