



FOR IMMEDIATE RELEASE
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IPAR ChalkFest turns Reston Town Center's Market Street into outdoor canvas Sept. 11 and 12

RESTON, VA—An immediate success when it was launched last year, ChalkFest at Reston Town Center, presented jointly by the Initiative for Public Art – Reston (IPAR) and Reston Town Center, returns Friday and Saturday, Sept. 11 and 12, rain or shine.

A special opportunity to uninhibitedly express your inner artist in an atmosphere of fun and camaraderie, ChalkFest--whose canvas will be Town Center's Market Street divided into 4-by-8-foot spaces--is open to both professional and amateur artists, businesses, families, and kids of all ages. In addition to the sheer joy of creating street-art with chalk, prizes will be awarded in the various categories, including "Audience Choice Awards."

The two-day ChalkFest will be open Friday, noon to 11 p.m. to professional artists, company team-building groups and sponsors. On Saturday, from 8 a.m. to 4:30 p.m., it will be open to participants of all ages and artistic abilities.

"IPAR's ChalkFest has opened my eyes to a whole new—at least new to me--world of art," said Penny Hauffe, a returning artist and the first-prize winner in last year's professional artist category. Someone who has always "enjoyed painting in public places" because of the social interaction, Hauffe--an internationally known painter and sculptor who resides in Leesburg—relishes the opportunities it affords her to "share my artistic vision ... to welcome discussion with strangers, who may be artists themselves, art students, art appreciators, or simply passers-by tickled by an idea scribbled onto the sidewalk."

Looking forward to another ChalkFest experience, its challenges as well as its fun, Hauffe described it as a "not-to-be-missed opportunity." She explained, "We are all enriched by each other's imaginations and efforts."

Exercising their creativity as a corporate team and sponsor also is one of the chief appeals of Leidos' participation, said Chris Doud, the science and technology company's creative services director.

He explained: "We have an amazing staff of creative talent at Leidos, from graphic artists to video and sound experts. We're passionate and creative, and we're excited to be supporting this year's ChalkFest, benefiting Reston's Initiative for Public Art."

For Leidos, a 2015 Best of Reston honoree, added Mike Coogan, who is its director of corporate responsibility and communications, ChalkFest offers another opportunity to be a good corporate citizen.

He said: "We're committed to supporting the communities where we live and work and that includes in Reston, where we're helping tackle issues such as affordable housing, veteran care, workforce development, and enriching the community through the arts. Reston is home for us, and it's important that we give back."

May Bernhardt, owner of Mayflowers in the Reston Town Center and a longtime IPAR supporter, like Leidos, is a two-time ChalkFest supporter. A 2013 Best of Reston honoree, she sees the ChalkFest as one of a myriad of ways that IPAR is helping to continue to make Reston "a livable community." She explained, "Children should not be raised in a place where they are starved for art."

She added, as a professional floral designer whose business deals everyday with color, design and textures, "I love painting and color, and I think using the street as a canvas, giving art awareness and fun at the same time is great."

Bernhardt would love to see other Town Center retailers participate, too. She enthused, "It's a good way to bond with employees and at the same time give them a chance to express their creativity as well as raising money for IPAR. I'd like to see Reston explode with art."

To register and for more details on participation fees, prizes, rules and sponsorships, visit IPAR's website at www.publicartreston.org, email info@publicartreston.org or call 703-467-9797. Sponsorships range from \$250 to \$3,000.

IPAR also is offering a free chalk workshop with artist Patrick Owens on Saturday, Sept. 5, 11 a.m.-1 p.m. in front of the Pavilion at Reston Town Center. All are welcome to try their hands at chalk drawing and to register.

IPAR, co-presenter of the ChalkFest at Reston Town Center, is dedicated to inspiring an ongoing commitment to public art and creating a new generation of artworks in Reston. It also works to stimulate a community-wide discussion about the role that public art can play in urban places and community life.

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SHORT VERSION FOR CALENDARS: Taking place rain or shine, a two-day ChalkFest—held on Reston Town Center's Market Street--will be open Friday, Sept. 11, noon to 11 p.m. to professional artists, company team-building teams and sponsors. On Saturday, Sept. 12, 8 a.m. to 4:30 p.m., ChalkFest will be open to everyone of all ages and artistic abilities. In addition to the sheer joy of creating street-art with chalk, prizes will be offered in various categories. IPAR also is offering a free chalk workshop with artist Patrick Owens on Saturday, Sept. 5, 11 a.m.-1 p.m. in front of the Pavilion at Reston Town Center. All are welcome to try their hands at chalk drawing and to register. To register and for more details on participation fees, prizes, rules and sponsorships, visit IPAR's website at www.publicartreston.org, email info@publicartreston.org or call 703-467-9797.