

FOR IMMEDIATE RELEASE

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First ever IPAR ChalkFest turns Reston Town Center street into outdoor art gallery Sept. 5 and 6

RESTON, VA—Chalk by its very nature is an ephemeral artistic medium. But the fun and satisfaction—and camaraderie if done as a group--derived from drawing with chalk can be a truly lasting and memorable experience. The Initiative for Public Art-Reston (IPAR) and Reston Town Center are jointly offering this special chance to uninhibitedly express your own inner artist on Friday and Saturday, Sept. 5 and 6, at Town Center's very first ChalkFest.

Taking place rain or shine, the two-day ChalkFest—held on Reston Town Center's Market Street, between Library and Presidents streets--will be open Friday, noon to 11 p.m. to professional artists, company team-building groups and sponsors. On Saturday, 7 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, cash and/or equal-value gift certificates, will be offered in various categories:

- Professional Artists (Skilled artists with experience who has received compensation for artwork)—1st, \$1,000; 2nd, \$350; 3rd, \$200
- Amateurs (Teens and adults with art experience) —1st, \$150; 2nd, \$120; 3rd, \$100
- Families and Children (No age limit) —1st, \$150; 2nd, \$75; 3rd, \$40
- Audience Choice Award (Ballots will be available at the registration table and at participating restaurants and stores. The audience gets to pick their favorite chalk drawings in any/all categories)—1st, \$250; 2nd, \$175; 3rd, \$100.

There are varying fees to participate. They include:

- On Friday and Saturday, \$20 for a 4-foot by 8-foot square for Professional Artists, includes a box of chalk pastels and a goodie bag. (More than one square may be purchased.)
- On Saturday only, \$15 for a 4-foot by 4-foot square for Amateurs and Families and Children, also includes a box of chalk pastels and a goodie bag. (More than one square may be purchased.)
- On Friday and Saturday, \$250 for a 4-foot by 8-foot square for Company Team-Building, open to company teams up to three persons at a time and includes a special "Team-Building" goodie bag provided to each member as well as refreshments on Friday afternoon. (More than one square may be purchased.)

Sponsorships, ranging from \$150 to \$3,000, also are available.

To register and for more details on participating, visit IPAR's website at

<http://www.publicartreston.org/get-involved/special-events/chalkfest-at-reston-town-center/>, email info@publicartreston.org or call 703-467-9797.

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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