



Jasper Community Arts
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**MEDIA RELEASE
FOR IMMEDIATE RELEASE
DATE: May 11, 2020**

CONTACT PERSON: Corina Mack, Event Coordinator

SUBJECT: VIRTUAL CHALK WALK

Jasper Community Arts announces its 17th annual Chalk Walk Arts Festival will take place virtually.

We've taken notice of all the sidewalk chalk art happening in the area, and we're excited to see more! We hope everyone will be inspired by our virtual festival, keeping in the spirit of the traditional Chalk Walk. This is a free event with a chance to win prizes.

How it works:

First, create a chalk masterpiece in your driveway, on the sidewalk, on the fence in your backyard... just make sure you're following the current safety guidelines from our local and state officials.

Then, submit a photo of finished artwork, along with the artist's first name, first initial of last name, and age to JCAevents@jasperindiana.gov. This information will be posted with the photo unless submission indicates otherwise. Please limit entries to one piece of artwork with one photo per person. Deadline for emailing photos is 11:59 PM, Friday, May 29th. Photos must be sent to the email listed to be eligible to win a prize.

Next, we'll post the photos to Facebook on Monday, June 1st. The artwork with the most likes in each category by 10:00 PM, Friday, June 5th will be the winners. We'll announce the winners on Facebook Saturday, June 6th.

Winners will be divided into 5 categories: Ages 0-6, Ages 7-12, Ages 13-17, Ages 18+, and Family. The prizes will be Jasper Downtown Merchant Gift cards in the amounts of: 1st place-\$75, 2nd place-\$50, 3rd place-\$25. All winners will also receive a coupon for a free pizza from Papa John's.

A safe curbside chalk pickup station is being set up for those wishing to receive a complimentary box of chalk. This will take place on Friday, May 15th from 9:00 AM-1:00 PM or while supplies last. We have 225 boxes of chalk, there will be a limit of one box per car. The pick-up will be held at the Jasper Arts Center, 951 College Avenue. Cars should enter from 3rd Avenue and proceed to the front of the building, under the awning by the Krempp Gallery entrance, and exit to Meridian Road.

Information about the Virtual Chalk Walk can be found on Jasper Community Art's website: www.jasperarts.org under Events and on Jasper Community Art's Facebook page. Facebook event co-hosts include: Greater Downtown Jasper Business Association, The Next Act, Inc., and the Jasper-Dubois County Public Library. Please email questions to Corina Mack at JCAevents@jasperindiana.gov.

Thank you to sponsors Greater Downtown Jasper Business Association and Papa John's.

Jasper Community Arts is a department of the City of Jasper. Additional support is provided by Friends of the Arts, the Indiana Arts Commission, Arts Council of Southwestern Indiana, and the National Endowment for the Arts. JCA is also a Kennedy Center Partner in Education and provides arts education programming to local schools.

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