



**FOR IMMEDIATE RELEASE**  
**April 2, 2018**

**Contact:** Christina Caldwell  
**Phone:** 480.363.4558  
**Email:** christina@evolveprandmarketing.com

## **Vibrant Drawings Get Grounded at Vestar Chalk Art Festival** *Annual Celebration of Creativity Returns to Valley Shopping Centers April 28*

**PHOENIX METRO** – Dozens of chalk artists will hit the pavement during the 5th annual Chalk Art Festival on Saturday, April 28, from 11 a.m. to 5 p.m. at [Tempe Marketplace](#) and [Westgate Entertainment District](#).

Artists from the [Arizona Business Committee for the Arts \(AZBCA\)](#) will descend both shopping venues to craft colorful, eye-popping, dimension-bending illustrations on 6-by-6-foot canvas murals.

Inspired guests can head over the KidsZone and community participation mural area, where kids and adults can get in on the artsy fun. Participation in the KidsZone and community participation areas is FREE and pastel chalk and artist instruction will be provided at no cost.

The festival offers an opportunity for fans to take home their favorite piece. From Saturday, April 28 through Saturday, May 5, the public will have the chance to vote on their favorite mural at [azbizarts.org](#). One lucky fan per venue will win the mural they vote for. There will also be an online auction for each piece following the event.

Chalk artists and their murals will be located throughout The District at Tempe Marketplace and throughout WaterDance Plaza at Westgate Entertainment District. For more information about the Chalk Art Festival, visit [tempemarketplace.com](#) and [westgateaz.com](#).

### **About Tempe Marketplace**

Second to none, Tempe Marketplace is the ultimate interactive shopping, dining and entertainment experience in greater Phoenix. Situated in a vibrant, high-energy outdoor environment, it's a shopper's paradise, a diner's dream and a resident's cultural hub. True to its marketplace name, there's something for everyone as more than 100 retailers and restaurants call the 1.3 million-square-foot retail destination home. The center's dramatic lights and eye-catching laser elements give it a modern and energetic feel, yet the gathering spaces and entertainment areas make it a warm community hub. Located in the heart of the Valley at the Loop 101 and 202 crossroads, Tempe Marketplace is minutes from Phoenix, Scottsdale, Mesa, Chandler and Gilbert. For more information, visit [tempemarketplace.com](#).

### **About Westgate Entertainment District**

Located in Glendale, Westgate Entertainment District is the premier entertainment destination of the West Valley and a place where people come together for dining, nightlife, shopping, community events, business, concerts, sporting events and celebrations of all kinds. Offering a vibrant outdoor setting with a dancing water fountain and jumping fountains for kids, Westgate delivers an interactive experience day or night. Located just east of the Loop 101 on Glendale Avenue, it encompasses more than 40 restaurants, retailers and entertainment venues including Dave & Buster's, Buffalo Wild Wings, Yard House, Saddle Ranch, Kabuki Japanese Restaurant, Johnny Rockets, IT'SUGAR and the state's largest AMC Theatres featuring 20 screens. More than 250 events take place here a year ranging from live music every Friday and Saturday night at Fountain Park to Bike Nights, Hot Rod Nights, Fitness in the District, a holiday ice rink and sports-infused fan experiences. No matter the season, there is something fresh, fun and exciting always happening at Westgate. Westgate is also anchored by Gila River Arena, home to the NHL's Arizona Coyotes, headlining concerts and major events, and is adjacent to the University of Phoenix Stadium, home to the NFL's Arizona Cardinals. For more information, a tenant directory or to see what's happening, visit [westgateaz.com](#).

### **About AZBCA**

Evolve PR and Marketing  
4300 N. Miller Rd., #212  
Scottsdale, AZ 85251



The Arizona Business Committee for the Arts (AZBCA) establishes high-impact partnerships between businesses and our creative communities. AZBCA, a division of the Southern Arizona Arts and Cultural Alliance (SAACA), provides meaningful engagement opportunities with the arts to inspire employees, stimulate innovation, create stronger economic impact and foster creativity. When a business partners with the arts, they strengthen the entire community. Our vision is to inspire Arizona's business community to partner with the arts to ensure innovation, opportunity, and development in our creative sectors. AZBCA's mission is to develop innovative arts and business partnerships, which in turn build sustainable communities where people want to live, work, and grow. For more information, visit [azbizarts.org](http://azbizarts.org).

###