Media contacts:
Kate Marquez kate@saaca.org
Cait Blanton cait@saaca.org
Southern Arizona Arts and Cultural Alliance
(520) 797-3959

FOR IMMEDIATE RELEASE

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Local Artists Participate in Spring Chalk Art Festival Next Weekend

Southern Arizona Arts and Cultural Alliance and Vestar shopping centers present the second annual Spring Chalk Art Festival, featuring professional artists and community engagement, April 18th.

PHOENIX, Ariz. - On April 18th the sidewalks of Desert Ridge Marketplace, Westgate Entertainment District, and Tempe Marketplace will be transformed into spectacular outdoor galleries as crowds gather to watch the incredible chalk artwork unfold before their eyes.

As professional artists cover the sidewalks with murals, children ages 3 to 12 are invited to create their own original pieces at the KidsZones. These progressive murals will be based on a single theme and grow into a super-sized street image, with the help of attendees, as the event unfolds.

The professional murals and KidsZones will be located throughout the properties; maps will be posted at each location to identify where each mural is being created. Presented by Vestar and the Southern Arizona Arts and Cultural Alliance (SAACA), the second annual Spring Chalk Art Festival will take place Saturday, April 18 from 11 a.m. to 6 p.m.

Each featured mural artist will create an eight by six foot piece, based on themes from desert landscapes and cultural inspirations to natural history and space.

Desert Ridge Marketplace Featured Artists

Alexandra Jimenez
Ignacio Garcia
Katy May Goodson
Linda Harrison Parsons
Martin Quintanilla
Matt Cotton

Melissa Martin
Laura Horochowski (KidsZone)

Westgate Entertainment District Featured Artists

Anne Marie Perry
Elver Galvaz
Jenna Tomasello
Marisa Salazar
Wesley Creigh
Willie Zin
Judith Gary
Meghan Menke (KidsZone)

Tempe Marketplace Featured Artists

Kanoelani Addison
Carolyn Watson Dubisch
Judith Gary
Martin Sequoya
Rhonda Steele
Ian Rankin
Lea Rankin
Victor Navarro (KidsZone)

The Spring Chalk Art Festival is currently recruiting volunteers who are enthusiastic to get involved and participate in this great community event. Interested individuals can visit: http://saaca.org/Volunteer.html

Spring Chalk Art Festival
When: Saturday, April 18 from 11 a.m. to 6 p.m., murals on view April 18 to 30 (weather permitting).
Tempe Marketplace: 2000 E. Rio Salado Pkwy., Tempe
Westgate Entertainment District: 6751 N. Sunset Blvd., Glendale
Desert Ridge Marketplace: 21001 N. Tatum Blvd., Phoenix
Cost: Free
Online: http://saaca.org/PHXChalkArt.php, http://shopdesertridge.com/chalk/,http://www.tempemarketplace.com/chalk/, http://westgateaz.com/chalk/

NOTE TO MEDIA: Photos available

About Vestar
One of the leading privately held real estate companies in the western United States, Vestar specializes in the acquisition, management, and development of commercial real estate, including entertainment-retail complexes, power and lifestyle centers, and neighborhood centers of varying size and scale that serve as community shopping destinations with a unique sense of place. For more information, please visit www.vestar.com.

About Desert Ridge Marketplace

As Arizona's premier shopping, dining and entertainment destination, Desert Ridge Marketplace delivers the ultimate shopping experience in a distinctive outdoor setting. Immerse your shopping senses in a unique blend of specialty retailers, restaurants and entertainment venues spread over 110 acres. The center's 1.2 million square feet of retail space – home to over 100 retailers and restaurants – bursts with color, energy and fun, creating a one-of-a-kind lifestyle destination you'll want to come back to again and again. Desert Ridge Marketplace is located in Phoenix, Arizona, just north of the Loop 101 on Tatum Boulevard. For more information, visit the website at www.shopdesertridge.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 20 restaurants, retailers and entertainment venues including Yard House, The Shout! House, Kabuki Japanese Restaurant, Johnny Rockets, Which Wich and the state's largest AMC Theatres featuring 20 screens. For more information, a tenant directory or to see what's happening, visit www.westgateaz.com.

About Tempe Marketplace
With over 100 stores and restaurants, featuring dramatic light and laser elements, outdoor fireplaces and unique water features, Tempe Marketplace delivers an interactive shopping, dining and entertainment experience in a vibrant, high-energy outdoor setting. Tempe Marketplace is conveniently located in Tempe at Loops 101 & 202. For more information visit tempemarketplace.com.

About the Southern Arizona Arts and Cultural Alliance
The Southern Arizona Arts and Cultural Alliance (SAACA) is a not-for-profit organization that exists to ensure that, through engagement in arts and culture, our communities produce strong, inspired citizens. SAACA enlists artists, businesses, governments, and individuals to expand artistic and cultural opportunities in their respective communities. To enhance access to the arts and to promote cultural awareness in the communities it serves, SAACA presents large-scale festivals, events and other programs. The Alliance also promotes educational opportunities in the arts and culture for all ages. For more information visit *www.saaca.org*.

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