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**NEWS
RELEASE**

08/ 18/ 2023

City Announces Title Sponsor and New Logo for Chalk the Block 2023

WHO: City of El Paso, Chalk the Block organizers, and Sponsors
WHAT: Announcement of Title Sponsor for Chalk the Block 2023 and Logo Unveiling
WHEN: 11 a.m. Saturday, August 19
WHERE: Union Plaza Park, 117 Anthony St.

The City of El Paso Museums and Cultural Affairs Department (MCAD) is excited to announce the title sponsor for the 16th Annual Chalk the Block festival.

The sponsorship announcement will be made at 11 a.m. during the Downtown Art and Farmers Market, which operates from 9 a.m. to 1 p.m.

The City's Chalk the Block organizers will also unveil the new logo for the 16th Anniversary.

This year, Chalk the Block will take place from Friday, October 13 to Sunday, October 15 in the Downtown Arts District.

The family-friendly festival will include a juried sidewalk competition, temporary art installations, performances, a live music stage, local art and food vendors, and free art activities at the El Paso Museum of Art, History, and Archaeology.

Special City of El Paso 150th Anniversary activities will be taking place throughout the weekend-long festival.

About Chalk the Block

Chalk the Block was founded in 2008 as a one-day sidewalk chalk art competition with twelve participating artists that took place at Arts Festival Plaza. Since that time, the event has grown to be the largest public arts festival in the region.

Chalk the Block is one of El Paso's premiere events and the largest public arts festival in the Southwest region drawing more than 55,000 people each year. Chalk the Block stimulates economic activity that circulates throughout the city with a projected \$1.2 million pumped into the local economy over the three-day weekend.

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Promoting **Transparent & Consistent Communication**
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