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

## Raiz Federal Credit Union to Provide Support for Beloved Art Program for Three Years

**El Paso, Texas**— The City of El Paso Museums and Cultural Affairs Department (MCAD) is excited to announce that Raiz Federal Credit Union is the title sponsor for Chalk the Block 2023 through 2025.

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

“We had a wonderful partnership with Raiz last year and are tremendously excited of their continued support for the next three years,” said Cultural Affairs and Recreation Managing Director Ben Fyffe. “Together with Raiz we are elevating our commitment to our local arts and the love that our City has for this festival.”

Raiz Federal Credit Union was established by seven educators who worked together to create strong roots in our community and make the credit union philosophy of “people helping people” a reality. Throughout their history, they have helped hundreds of thousands of people in this community make their dreams a reality. Today, rooted in their heritage of education, they serve the El Paso County and have grown to have over 70,000 members and nine branch locations throughout El Paso. They are excited to continue to support the arts through this title sponsorship with the City to bring this one-of-a-kind event to everyone in the border region.

“Raiz is all about embracing creativity and supporting the arts,” said Alex Yu, VP of Marketing for Raiz Federal Credit Union. “By partnering with MCAD for Chalk the Block, we’re not only celebrating the rich and unique culture found in El Paso but also investing in its boundless potential. We look forward to extending the spirit of our philosophy throughout the border region over the next three years.”

Chalk the Block will include a juried sidewalk chart competition, temporary art installations, performances, a live music stage, local art and food vendors, and free 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 Raiz Federal Credit Union**

At Raiz, our members and our strong, vibrant community inspire us every day. We share a passion for knowledge and a pursuit of growth, grounded in our heritage as El Paso Area Teachers Federal Credit Union (TFC) founded in 1936. Today we guide our members from all walks of life to focus on their goals and help them get here. We’re proud of our El Paso roots, as we envision a bold path forward, leading the way with passion. We are over 70,000 members strong and provide a full range of high-quality financial services at the great rates and low-cost you can expect from a first-class credit union. Join us and experience the difference that comes from working with people who care.

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Promoting **Transparent & Consistent Communication**  
Among All Members of the Community

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