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# City to Announce Title Sponsor and New Logo for Chalk the Block 2024

- WHO:** City of El Paso Museums & Cultural Affairs Department, Chalk the Block organizers, artists, and sponsors
- WHAT:** Chalk the Block 2024 Title Sponsor Announcement, Logo and Coloring Page Design Unveiling
- WHEN:** 10 a.m. Thursday, September 12
- WHERE:** Cleveland Square Park, 510 N. Santa Fe St.

The City of El Paso Museums & Cultural Affairs Department (MCAD) is excited to announce the title sponsor for the 17th Annual Chalk the Block festival.

The sponsorship announcement will be made at 10 a.m. at Cleveland Square Park, in front of the upcoming Mexican American Cultural Center in the El Paso Downtown Arts District. The announcement includes the unveiling of the new logo along with the design for the annual artist-created coloring page.

Chalk the Block will take place from Friday, October 11 through Sunday, October 13, in the Downtown Arts District (downtown area).

The family-friendly festival includes a juried sidewalk chalk art competition, temporary art installations, a live music stage, local art and food vendors, and free activities from the El Paso Museums of Art, History, and Archaeology, along with the Mexican American Cultural Center.

## 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. The event has since grown to be the largest public arts festival in the region. Chalk the Block draws over 45,000 people each year, pumping \$1.2 million into the local economy over the three-day weekend. Over 200 artists participate in the popular festival, creating opportunities for El Pasoans and visitors to engage with the region's vibrant arts community.

Chalk the Block is a signature event from the City of El Paso, the Museums & Cultural Affairs Department, and the El Paso Community Foundation, presented by sponsors. To learn more about Chalk the Block, visit [www.chalktheblock.com](http://www.chalktheblock.com).

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