



FOR IMMEDIATE RELEASE
February 27, 2017

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 Three Valley Shopping Centers April 29*

PHOENIX METRO (February 27, 2017) – Dozens of chalk artists will hit the pavement during the 4th annual Chalk Art Festival on Saturday, April 29, from 11 a.m. to 6 p.m. at [Tempe Marketplace](#), [Desert Ridge Marketplace](#) and [Westgate Entertainment District](#).

Artists from the [Southern Arizona Arts and Cultural Alliance \(SAACA\)](#) will descend upon each shopping venue to craft colorful, eye-popping, dimension-bending illustrations on 6-by-6-foot canvas murals. The addition of canvases is a switch up from years past, when art was drawn directly onto the pavement. The permanent canvases will allow the murals to be enjoyed long after the festival concludes.

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 29 through Thursday, May 4, the public will have the chance to vote on their favorite mural on each shopping center's website. One lucky fan per venue will win the mural they vote for.

Murals that are not snagged up by voters will be donated to the [Boys & Girls Clubs of Greater Scottsdale](#), Vestar Branch, where the murals will line the walls of the Club for years to come.

Chalk artists and their murals will be located throughout The District at Tempe Marketplace and Desert Ridge, and throughout WaterDance Plaza at Westgate Entertainment District. For more information about the Chalk Art Festival, visit [shopdesertridge.com](#), [tempemarketplace.com](#) and [westgateaz.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 120 acres. The center's 1.2 million square feet of retail space – home to over 100 retailers and restaurants – is 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 [shopdesertridge.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

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



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 20 restaurants, retailers and entertainment venues including Buffalo Wild Wings, Yard House, Saddle Ranch, McFadden's, 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 fan experience events. 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.

###