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For immediate release- June 15, 2022

Live Art, Entertainment, and Family Fun at La Strada dei Pastelli Chalk Art Festival in Hillsboro This July 16-17, 2022

Next month on July 16-17, nationally-recognized and regional chalk artists will gather in the heart of Downtown Hillsboro, Oregon for La Strada dei Pastelli Chalk Art Festival. Artists will have 48 hours to complete large-scale images, most averaging 10x10 feet, centered around the theme "Joyful Play." Their drawings are made with chalk pastels drawn directly on asphalt. Not meant to be purchased or carried away, chalk art is a temporary and ephemeral form of public art. In honor of the 500-year old tradition of Italian street painting where artists draw publically for the masses, Tualatin Valley Create's La Strada dei Pastelli is an immersive experience into the creative process.

The process starts just as one would imagine- with a line drawing. As each hour passes the array of red, yellow, blue, and green hues begin to blend into semi-recognizable features. The drawings really start to take shape by mid-day Saturday. Returning Sunday morning, the artists refine their pieces with colors, shading, and realism. By 6:00pm Sunday each one-of-a-kind image is complete.

"The festival has been successful for four years, and now with the support of the City of Hillsboro, we are expecting this to be our best year yet!" says Raziah Roushan, founder and lead coordinator for the chalk festival. "Everyone has been affected by the times, and there's no better time than now to celebrate joyful play through the chalk creations, live performances, and family activities."

The Festival will also feature a collection of live entertainment by local performers, local art vendors showcasing multimedia works, food, drinks and ample family activities to provide fun and entertainment all weekend long.

Tualatin Valley Creates is *extending a special invitation to media partners* interested in promoting the festival. On Friday, July 15th from 4:30-5:30pm, festival founder Raziah Roushan and festival coordinators are available for interviews. During this time, media partners are also welcome to capture photos and footage of the team setting up in anticipation of the weekend.

Event: La Strada dei Pastelli Chalk Art Festival

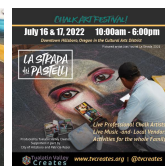
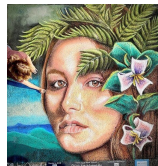
Date: Saturday July 16- Sunday July 17, 2022

Time: 10:00am-6:00pm each day

Location: Cultural Arts District in Downtown Hillsboro along E Main Street (1st Ave to 4th Ave) in Hillsboro, Oregon

Cost: FREE

Images and Captions:



1. Artists in action, La Strada 2019
2. Art by Jessi Queen, La Strada 2021
3. Community Immunity by Ickabod, photo by Michelle Bauer Photography
4. Art by Cindy Kostyllo, photo by Joe Cantrell

About La Strada dei Pastelli

La Strada dei Pastelli, an event of Tualatin Valley Creates, is a signature event for Hillsboro's Cultural Arts District, which was adopted in the fall of 2019 to support and enhance arts and culture in the City by contributing to a vibrant, thriving Downtown area. The event is an opportunity to grow DEI connections, support small businesses, and grow cultural tourism. Hillsboro's arts scene is alive and well, but we want to be a regional arts destination, and La Strada dei Pastelli will help put the Cultural Arts District on the regional and national map while welcoming Hillsboro's residents to experience exceptional, free arts programming in their community this summer.

For more information please visit www.tvcreates.org/lastrada.

About Tualatin Valley Creates

Tualatin Valley Creates is the leading arts service organization for Washington County, Oregon. TVC's mission is to foster an inclusive, resilient, and creative community by celebrating the local arts, culture, heritage and humanities throughout the county's 15 cities and unincorporated areas. This includes Aloha, Banks, Beaverton, Bethany, Cedar Mill, Cornelius, Durham, Forest Grove, Gaston, Hillsboro, King City, North Plains, Sherwood, Tigard and Tualatin.

TVC is an organization driven by advocacy and action. Originally founded in 1999 as the "Westside Cultural Alliance" by a group of art advocates, it gained its status as an official 501(c)(3) nonprofit shortly after. Since then, it continues to support community members by providing the latest news about local events, funding resources, professional development and economic opportunities. TVC also strives to make arts and culture accessible to its under-served populations by offering free networking events, workshops and the Arts & Culture Leadership Incubator. Through these efforts, TVC continues to uplift its vision of cultivating a robust arts and culture ecosystem in Washington County. For more information visit www.tvcreates.org.

About Hillsboro, Oregon

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Hillsboro is one of Oregon's most diverse and dynamic cities, with a steadily growing population of 104,670 residents. Hillsboro is the largest city in Washington County and serves as the county seat. During the workday, more than 50,000 employees commute to Hillsboro to work at companies such as Intel, Nike, and Genentech.

Known as the "high-tech hub of Oregon" and the "tallest tree in the Silicon Forest," Hillsboro has some of the best land, power, and water resources in the country. With its thriving economy, Hillsboro is the home of Oregon's fourth-largest school district, two higher-education campuses, more than 30 parks, and more than 1,500 acres of designated green spaces.

Annual community events include the Oregon International Air Show, the Hillsboro Latino Cultural Festival, and one of the largest 4th of July parades in the Northwest. The Hillsboro Hops, the only professional baseball team in the Portland metro area, entertain fans during home games at the City's baseball stadium, Ron Tonkin Field. Learn more at www.Hillsboro-Oregon.gov.

About the Cultural Arts District

Cultural Arts District Manager: Bridie Harrington, bridie.harrington@hillsboro-oregon.gov

The Hillsboro Cultural Arts District is anchored by the cultural hubs of our Downtown Core, Shute Park, and M&M Marketplace. The District supports and enhances arts and culture in the City by contributing to a vibrant and thriving Downtown. In addition, it aims to drive economic revitalization; build on existing arts, business, and entertainment activity; and broaden the community's emphasis on diversity. Visit Hillsboro-Oregon.gov/ArtsDistrict for more information.

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