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For immediate release- July 20, 2022

A Success! Tualatin Valley Creates' Chalk Art Festival Brings Community Together in Hillsboro, Oregon

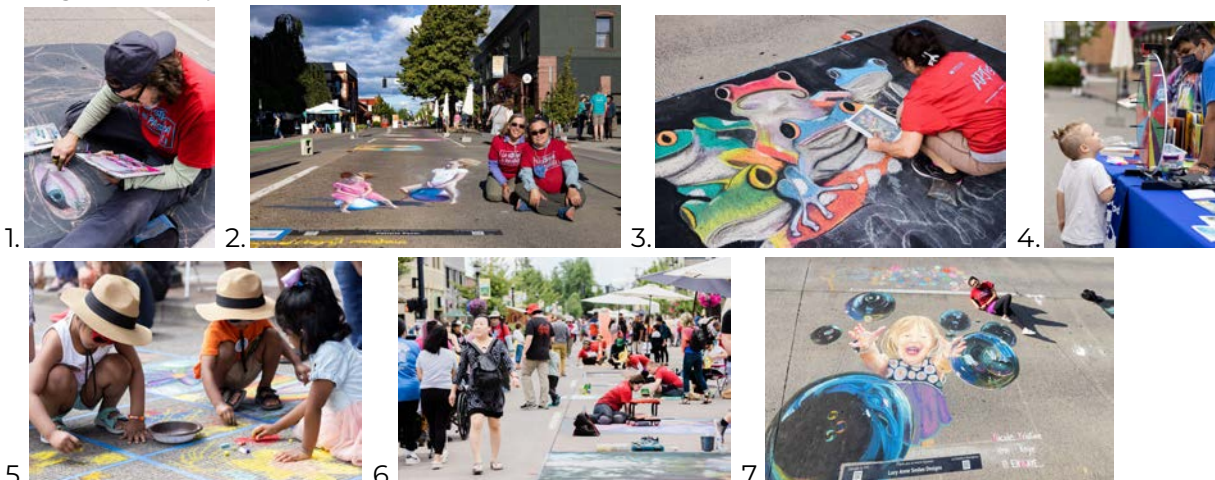
This past weekend on July 16- 17, 2022 nearly 40,000 people traveled into Downtown Hillsboro's Cultural Arts District for Tualatin Valley Creates' 4th annual chalk art festival La Strada dei Pastelli. There, they saw 25 award-winning and emerging artists from Oregon, California, Virginia and Georgia transform Main Street into a gallery full of colorful and vibrant legos, pandas, bubbles, and portraits of kids playing. This multi-cultural festival gathered together people of all ages, races, abilities, and interests to enjoy live art, local music, vendors, and hands-on activities for the kids.

Winning the 'People's Choice Award' was husband and wife team Wayne and Cheryl Renshaw, with their 3D image of two girls playing on bouncy balls. Along with artwork done by professional artists, kids had the opportunity to create their own chalk masterpieces, filling over 1,000 squares. There were smiles all around from on-lookers and participants alike.

Opening the event on both days was the Mayor of Hillsboro, Steve Calloway. He could be seen throughout the weekend greeting guests and families. There were representatives from other elected positions, including Oregon State Senator Janeen Sollman, and Kevin Teater, the previous Executive Director of Beaverton Downtown Association and now a Beaverton City Council Member, as well as many members of the Beaverton Arts Commission. Tualatin Valley Creates says a big thank you to all their friends in Beaverton who have helped in transitioning this festival to Hillsboro and who've supported La Strada since its beginning in 2019.

Tualatin Valley Creates, the event producer, is excited to have a permanent home for the festival in Hillsboro's Cultural Arts District. Local businesses like White Birch, Puppennickel, Pizzario, Hillsboro Bar & Grill, Tuality Masonic Lodge, Active Chiropractic & Rehabilitation, Insomnia Coffee, and Resolu Cellars immediately jumped in and helped with planning, coordination, and in-kind support. Along with these local businesses, this event would not have been possible without the support of its 45 sponsors including Patricia Reser, the City of Hillsboro, Washington County Visitors Association and the Hillsboro Downtown Partnership.

Images and Captions:



1. Artist Ken Mullen working on a 10x10 image. Photo by Michelle Bauer Photography

2. 'People's Choice Award' Chalk artists Wayne and Cheryl Renshaw, Photo by Michelle Bauer Photography
3. Artist Beatrice Flaig Photo by Michelle Bauer Photography
4. Interactive activities, pictured Hillsboro's Library on the Loose, Photo by Michelle Bauer Photography
5. Community chalk area, Photo by Michelle Bauer Photography
6. La Strada 2022, Photo by Michelle Bauer Photography
7. Chalk artist Nicole Kristine, Photo by Michelle Bauer Photography

About La Strada dei Pastelli

La Strada dei Pastelli Chalk Art Festival, produced by Tualatin Valley Creates is an annual summer festival held in Hillsboro, Oregon's Cultural Arts District. It is a community engagement distinct from all others offered in the Portland area and Oregon's Washington, Clackamas, or Multnomah Counties. This Oregon chalk art festival provides a window into the creative process wherein festival goers can engage with nationally-recognized and emerging visual artists as they carefully manipulate bold, colorful pigments to produce huge, temporary drawings down the center of the street(s); most averaging 10'x10'.

Simultaneous to the visual arts exhibitions, local performing artists fill the air with rhythm and sound from the festival's main stage. Local art vendors line the streets offering unique items and inspirations to attendees. Children of all ages are encouraged to take part in hands-on activities being provided by local nonprofit organizations. The annual summer art festival, being held along E. Main Street between 1st to 4th in downtown Hillsboro combines community engagement and art appreciation into one FREE fun-filled weekend!

From its creative core to its business partners, La Strada dei Pastelli's goal is to build visibility for Washington County's unique and diverse community assets. For more information please visit www.tvcreates.org/lastrada.

About Tualatin Valley Creates

Tualatin Valley Creates (TVC) 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. 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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