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For immediate release

Save the Date! Chalk Art Festival Planning Return to Downtown Hillsboro in Summer 2023 - Visual Arts, Performing Arts, and Family Activities

(Hillsboro, Oregon) La Strada dei Pastelli Chalk Art Festival is returning to Downtown Hillsboro's Cultural Arts District on July 15 and 16, 2023! La Strada is an immersive, open-air art festival featuring large-scale street paintings, live performances by local musicians, food and drink vendors, art vendors and hands-on activities for the whole family. This regional attraction is a premier professional-caliber chalk art festival and expects over 40,000 attendees.

La Strada dei Pastelli is produced by Tualatin Valley Creates and supported in part by the City of Hillsboro and Washington County Visitors Association. Last year, festival-goers watched as 25 award-winning and emerging artists from Oregon, California, Virginia and Georgia transformed Main Street into a temporary gallery full of colorful and vibrant legos, pandas, bubbles, and portraits of kids playing made entirely from chalk pastels. In the community chalk area, kids had the opportunity to create their own mini-masterpieces, filling over 1,000 squares.

This coming year, professional artists will turn Downtown Hillsboro into a wildlife scene with the theme "Creative Critters," creating massive 10x10 foot chalk drawings of animals like lions, sloths, zebras and snakes. Tualatin Valley Creates is excited to welcome festival-goers from all over Oregon and beyond to come watch as these ephemeral pieces of public art come to life in real-time. To learn more about this year's festival or see photos and video from previous years visit www.tvcreates.org/lastrada.

Tualatin Valley Creates is currently seeking applications for visual artists, performers, vendors, and volunteers wanting to participate in the 2023 festival. Application deadlines range from March 15-April 15, 2023. Visit the link above to apply.

What: La Strada dei Pastelli Chalk Art Festival, supported in part by the City of Hillsboro and Washington County Visitors Association, is an immersive large-scale street painting experience wherein professional chalk artists will be working on larger-than-life, bold images down the center of Main Street in Hillsboro, Oregon. The weekend will also feature live music and local art vendors. Young and old are invited to take part in multiple hands-on activities. The festival is FREE and open to the public. For more information visit www.tvcreates.org/lastrada.

When: July 15 & 16, 2023; 10:00am-6:00pm each day

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

Cost: Free and open to the public

Photos / Files



La Strada dei Pastelli Logo



La Strada dei Pastelli 2023 Save the Date



Chalk artist Jennifer Ripassa working, La Strada 2022, Photo by Michelle Bauer



Chalk artists working, La Strada 2022, Photo by Michelle Bauer



Kids Drawing, Community Chalk Area, La Strada 2022, Photo by Michelle Bauer



Kids activities, NWCUC vendor, La Strada 2022, Photo by Michelle Bauer

About Tualatin Valley Creates

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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

Media Contact: Cindy Dauer, cindy.dauer@hillsboro-oregon.gov

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 Lighttopia, 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, entertains fans during home games at the City's baseball stadium, Ron Tonkin Field. Learn more at www.Hillsboro-Oregon.gov.

About 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 Main Street and the Avenues, Calle Diez or 10th Avenue, and M&M Marketplace. The District supports and enhances arts and

culture in the City by contributing to a vibrant and thriving community. In addition, it aims to foster a sense of place; 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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