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CHALK IT UP IN DOWNTOWN ALPENA: ALPENA DDA ANNOUNCES NEW EVENT

September 23, 2020

ALPENA MI—Come add a little color to Downtown Alpena the next two Saturdays, September 26th, 2020 and October 3rd, 2020 from 10:00am until noon for the Alpena Downtown Development Authority's new event: Chalk It Up!

Chalk It Up is a free-flowing, fun and simple event for all ages. Participants can come downtown for a little while and add some amazing artwork or leave an encouraging message using sidewalk chalk.

Chalk art is permitted and encouraged in Culligan Plaza (where the fountain is located), Avery Park (the park located next to JJ's Steak & Pizza) and on the Water Street Sidewalk (around the vacant lot). A tub of chalk will be provided at each location, and participants are encouraged to bring their own chalk as well.

This event is free, open to all and does not require registration of any kind. All you have to do is show up at one of the three locations and draw whatever you'd like.

Participants are asked to please continue to observe social distancing during this event, only chalk in the three designated areas listed above, and keep their chalk art family friendly. If it rains either Saturday, that day's event will be cancelled.

"In these times of social distancing, finding ways to connect and come together safely has required some creative thinking," said Kingsli Kraft, Marketing and Outreach Coordinator for the Alpena DDA, "The idea came from our Promotions & Marketing Committee. Chalk It Up was inspired by similar events in other communities where groups use chalk to spread positive messages or leave beautiful, temporary artwork for others to enjoy. This event is something simple and goes back to basics. It's a fun way for kids, families, local artists and any community members to interact with the downtown in a different way. Come downtown and just be a kid again for a few minutes or a couple of hours. Just have fun with some chalk."

For more information, check out our Facebook Event:
(<https://www.facebook.com/events/386262492415144>)