



Kingsli Kraft, Marketing & Outreach Coordinator  
Alpena Downtown Development Authority  
124 E. Chisholm St., Alpena, MI 49707  
(989) 356-6422 | [kingslik@alpena.mi.us](mailto:kingslik@alpena.mi.us)

---

## **RESCHEDULED ALPENA DDA EVENT THIS WEEKEND, CHALK IT UP DOWNTOWN!**

July 21, 2021

ALPENA, MI – After getting rained out in June, The Alpena Downtown Development Authority decided to reschedule their family friendly event, Chalk-it Up. The event is now set for this Saturday, July 24th from 1:00 pm to 3:00 pm. Chalk it Up began in late summer 2020 as a way to encourage people to come downtown in a fun and safe, socially distanced way and interact with familiar places in a new way.

This year the DDA is hosting Chalk it Up once more and encouraging families and people of all ages to come downtown and leave a bit of artwork, an encouraging message or a bit of color in three locations. Chalk art is allowed in Culligan Plaza (the corner of Chisholm and 2nd Avenue where the fountain is), Avery Park (the park beside JJ's Steak & Pizza House), and on Water Street on the sidewalk surrounding the Alpena Power Site. Some chalk will be provided in each location and participants are welcome to bring their own chalk as well. The DDA does ask that chalk artists keep their artwork family friendly and free of any profanity, sexual or explicit themes, or anything controversial.

“After the event was rained out last month, we received several messages asking if we planned to reschedule it. Based on the interest and the simplicity of the event, it really was a no brainer to reschedule! It's just such a fun event and we love giving kids and families and really everyone the opportunity to interact with downtown in a new way. Playing with chalk is such a pure, joyful thing. It's just fun and anytime we can bring more fun downtown, it's totally worth it,” said Marketing and Outreach Coordinator, Kingsli Kraft.

Those coming downtown to participate in Chalk it Up are encouraged to grab lunch or a treat at the following downtown eateries: Biggby Coffee, The Black Sheep Pub, The Bulldog, Cabin Creek Coffee, Downtown Scoops, The Fresh Palate, Freier's Pizzeria, JJ's Steak & Pizza House, Mangos Tequila Bar, and Take Five Deli.

In the case of rain or thunderstorms this time, Chalk it Up will be cancelled and will return in Summer 2022. More information about the event can be found on Facebook: (<https://fb.me/e/3sKYkkZdO>)