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FOR IMMEDIATE RELEASE

Inaugural Chalk the Town event scheduled Saturday, July 1st and Sunday, July 2nd

Downtown Hutch and the City of Hutchinson present the 2023 Chalk the Town in partnership with artist and Hutchinson teacher, Kara Vaughn. The event is inspired by the overwhelming response to Kara's viral video. TikTok's documenting her chalk art have attracted local media coverage, over 30 million views and 418.4 K followers.

The inaugural event will consist of a kick-off celebration from 4pm-9pm Saturday July 1st in George Pyle Park and a full day event from 10AM-8PM with chalk art scavenger hunt, activities, and demonstrations held Sunday July 2nd in Carey Park.

The kickoff event in George Pyle Park will be held Saturday July 1st from 4PM-9PM. Food and family-friendly entertainment and chalk art opportunities will be provided to celebrate the full day to follow.

Sunday July 2nd will involve a scavenger hunt to find chalk art icons created by Kara representing five downtown business sponsors from 10AM to 6PM and festivities lasting until 8PM. Check in will start at 10AM with a free Chalk the Town 2023 t-shirt sponsored by Sleep Shoppe provided to the first 150 participants to return completed scavenger hunt passports.

Upon check-in participants will receive a map, chalk, and passport. The map will guide participants to each of the five locations in Carey Park to find a chalk icon representing a business sponsor. At each location, a volunteer will provide a sticker with one of the letters C, H, A, L, and K to represent that each icon is found on the passport. Once the word CHALK is completed, participants can provide their contact information on the back of the passport and enter into a drawing at check out with winner selected and announced on Facebook Live and TikTok at 6PM when the scavenger hunt is closed. Business sponsors are invited to provide a booth in the park along with more family friendly entertainment and opportunities to chalk the town.

For further details on this event, please contact **Kara Vaughn** vaughnkara@gmail.com

To become a sponsor, contact **Sarah Diamond**, Downtown and Grant Coordinator at sarahd@hutchchamber.com

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