

******* MEDIA ADVISORY *******

FOR IMMEDIATE RELEASE

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Walk In A.R.T (Allyship, Resilience and Truth) A New Monthly Hillcrest Art Celebration

WHAT: Hillcrest Business Association is kicking off its first ever 1st Thursday of the month Art Walk Celebration of Expression called Walk in A.R.T (Allyship, Resilience and Truth). Attendees can expect a night filled with lively entertainment in Mural Alley all directed by an interactive digital map that patrons can access from their mobile device. The map will highlight all of the event's features from selfie-booths, psychic readings, live art, music, complimentary Reeds Ginger Beer and a paint & sip with specialty drinks.

WHEN: This art celebration kicks off on April 1st from 5p.m to 11pm and will subsequently take place the 1st Thursday of every month.

WHERE: Walk In A.R.T takes place in Mural Alley in the 500 Block of University just south of the Hillcrest Sign and at over 10 participating retail and restaurant locations.

ON LOCATION OPPORTUNITY:

The event will be self-guided through an online interactive map which will serve as the digital hub for all of the event's information. Hillcrest staff and member businesses will set up an Art Market in Mural Alley where artisans and designers can showcase and sell their goods. There will also be various activation opportunities taking place at surrounding businesses in an effort to engage the public in a safer setting by abiding by the City's Covid Social Distancing Guidelines.

QUOTES: This is an exciting way for neighborhood folks to safely return to neighborhood events. Just like our Farmers Market, this will be a safe, fun, and genuine connection to our community.

Benjamin Nicholls | Executive Director, Hillcrest Business Association

WHO: Walk In A.R.T is a new event produced by the **Hillcrest Business Association**. HBA was established in 1921, making it the oldest business association in San Diego. The HBA represents over 1,300 businesses and acts as a liaison between the business community and the city while encouraging economic development for the Hillcrest area through events and promotions.

WHY: Hillcrest's new monthly art celebration was created to help promote artists, activate Mural Alley as a special hub for expression and to engage the small and locally owned businesses that make Hillcrest great. The Walk In A.R.T Event is designed with the intention of celebrating unity, inclusion and diverse voices from throughout the San Diego community.

PRESS: Interested media should contact Kania Hayes; kania@hillcrestbia.org or 619-646-6294

LINKS: Website: www.firstthursdayartnight.com

Event Map: <https://viewer.mapme.com/hillcrest/>

Event Map QRC CODE:



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