

**\*\*\*\*\* MEDIA ADVISORY \*\*\*\*\***

**FOR IMMEDIATE RELEASE**

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## **Hillcrest Alleyway Art Event, Walk in A.R.T, returns on March 3rd with unveiling of a massive new mural.**

**WHAT:** Hillcrest Business Association (HBA) is excited to announce that Walk in ART will return on March 3rd, 2022 from 5pm to 10pm.

The event will kick off at 4pm with an unveiling of a new massive mural at the corner of 6th and University Ave. The mural, created by the HBA, funded by AT&T and mounted on their property, is over 170 feet long and wraps around the corner at 6th and University Ave.

The alleyway art event will feature curated artwork, fashion, crafts and home decor. The Studio Door (attached to mural alley) will be opening their annual Crow Show.

Craft cocktails will be served along with artists producing art live at the event.

**WHEN:** This art celebration kicks off August from 5p.m to 10pm and will subsequently take place the first 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.

### **ON LOCATION OPPORTUNITY:**

**AT&T and the Hillcrest Business Association will unveil a massive mural on the corner of University Ave. and Sixth Ave. by dropping a large covering to reveal the art. Speakers will be on hand to discuss the mural including representatives from AT&T, the HBA, muralist Jason Gould and local politicians.**

**QUOTES: “After a brief hiatus during the winter, Walk in ART returns with a new format and new energy. Come and celebrate our newest mural.”**

**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 Benjamin Nicholls || Benjamin@hillcrestbia.org or 619-252-5826

**Social Media:** @thestudiodoor @fabulouhillcrest #walkinart #fabulouhillcrest #hillcrestart

**LINKS:**      **Website:**

<https://www.fabulouhillcrest.com/first-thursday-art-night>

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