



ALBANY MUSEUM OF ART

## FOR IMMEDIATE RELEASE

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### **ALBANY MUSEUM OF ART LAUNCHES FIRST AMA CHALKFEST**

#### **Chalk Art, Beer and Food Festival Envisioned To Be a Fall Tradition in Albany**

**[For Release Aug 16, 2018 – Albany, GA]** — *AMA ChalkFest* is a brand-new fall festival that the Albany Museum of Art is launching in downtown Albany on Saturday, Sept 22, 2018. It will feature a dozen amazing professional chalk artists, who will create images related to the Albany area on spaces that are at least 7 feet by 7 feet on the pavement.

The event will take place 10 am until 5 pm on the 100 block of Pine Avenue, from The Albany Herald building to the Flint RiverQuarium. That entire area from The Albany Herald building at Washington Street to the Flint RiverQuarium will be blocked off to traffic.

Tickets, which may be purchased online at **AMACHalkFest.com**, went on sale to the public Wednesday.

*AMA ChalkFest* will have Craft Beer Tents for product samplings, a food village featuring Georgia Grown certified businesses, community participation, live entertainment, food trucks, and local vendors.

VIP Experience ticketholders will have exclusive access to the Pretoria Fields VIP Lounge, where they can take brewery tours, relax under the A/C and enjoy great food prepared by Georgia Grown Chef Todd White.

“We plan for this to be an annual event, one that we believe will grow every year and become Albany’s signature fall celebration,” AMA Executive Director Paula Williams said. “Chalk art and craft beer festivals have become extremely popular in places like Sarasota, Florida, and Marietta, Georgia, and we are proud to bring this one to Albany.”

AMA ChalkFest is a huge project. Partnerships with the City of Albany and Pretoria Fields Brewery have been critical to the success for this first one.

"I can't say enough about our partners, the City of Albany and Pretoria Fields," Williams said. "We are coming up on our first anniversary (Aug 24) of reopening the museum after the tremendous damage the building sustained in January 2017, and this is a big undertaking for us. I think this shows all of our commitment to building community."

## **AMA CHALKFEST FAQS**

### **WHERE ARE THE ARTISTS FROM?**

Most are from Georgia, but in keeping with our Home Grown theme they all will create artwork that speaks to Georgia. They will create works of art in chalk ranging from portraits of Jimmy Carter and Ray Charles to pecans and strawberries, and other people and things that you find in Albany and Georgia.

Each is a professional artist who has shown work at events like *Chalktoberfest*, which is conducted annually by the Marietta/Cobb Museum of Art and has grown each year, like we hope our Albany event will. You can find out more about the professional artists at [AMACHalkFest.com](http://AMACHalkFest.com) by going to "Featured Artists" under the "About" tab on the home page.

### **WHY THE HOME GROWN THEME?**

This festival is a celebration of Albany, Southwest Georgia and the state of Georgia. Our community and state are being celebrated in every aspect, from the artwork to the craft beer and the Food Village. *AMA ChalkFest* is about building community with art as the catalyst.

### **IS THIS GOING TO BE AN ANNUAL EVENT?**

That is exactly what we are planning to do. We are hoping it will grow and expand past the 100 block of Pine. We have a dedicated committee of people who are working hard to make this first one a success so that we will have a firm foundation for the following ones.

### **HOW CAN THE COMMUNITY GET INVOLVED?**

There are a number of ways. Of course, we are looking for volunteers to help with various parts of the festival. You can sign up by going to our website, [AMACHalkFest.com](http://AMACHalkFest.com) and looking at "Volunteers" under the "Support" tab.

There also is amateur chalk art competition for individuals, schools, organizations and kids. We have several school groups who already have signed up for that. You can get that information on our website, [AMACHalkfest.com](http://AMACHalkfest.com) at "Tickets" under the "Applications" tab.

### **ARE SPONSORSHIPS STILL AVAILABLE?**

Yes, we have a number of different levels. Twelve of the sponsorships include having the business or organization's name on a plaque with one of the 12 artists' work. Information on sponsorships can be found at [AMACHalkFest.com](http://AMACHalkFest.com) at "Sponsors" under the "Support" tab.

## IS THERE A COST TO ATTEND?

Yes. Tickets can be purchased online at [AMChalkFest.com](http://AMChalkFest.com) at "Tickets" under the "About" tab.

In fact, tickets go on sale to the public today, and AMA members get a discount. Ticket prices with 5 craft beer samplings are \$25 to the public and \$20 to AMA members in advance. Tickets without beer samplings are \$10 to the public and \$5 to members in advance.

Tickets at the gate for everyone will be \$30 with the 5 craft beer samplings and \$15 without samplings.

Those who buy sampling admission tickets also can purchase more for \$2 each.

Our VIP Experience tickets are \$125 to the public and \$115 for Museum of Art members in advance. There are only 125 of those available, and they include a preferred parking pass.

If we have any of those tickets still available on Sept 22, they will be priced at \$130 for purchase at the gate.

You must be 21 years old or older to purchase the sampling and VIP tickets.

Children 11 years old and younger can get into *AMA ChalkFest* free with adult supervision.

More information is available at [AMChalkFest.com](http://AMChalkFest.com), or contact the AMA at 229.439.8400.

The Albany Museum of Art is located in Albany, Georgia, adjacent to Albany State University West Campus just off Gillionville Road. The AMA is accredited by the American Alliance of Museums. The Albany Museum of Art is open 10 am through 5 pm Tuesday through Friday and noon until 5 pm on Saturday. Admission is free.

For more information about the AMA please visit our website, [www.albanymuseum.com](http://www.albanymuseum.com) or call 229.439.8400.

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