

Love What's Real

# ChalkHeART

Challenge

**Presented by: Casa Grande Senior Projects  
Petaluma People Services Center,  
Bank of Marin, W. Bradley Electric**

**Friday, April 24, 2014  
6:30pm – 8:00pm  
Bank of Marin, 8 4<sup>th</sup> Street,  
Downtown Petaluma**

**Make it clever... draw it cool!**  
Healthy relationships are your muse  
and chalk is your tool... spread the word...  
and get ready to take a run at ChalkHeART.

**Here's how it works:** Any high school,  
junior high school or community youth group  
can enter up to two teams to participate.

The theme of ChalkHeART is "Roar" by Katie Perry. Pick your favorite lyrics from the song  
and creatively illustrate them, on the ground live, at the Bank of Marin, Friday, April 24  
between 6:30pm to 8:00pm.

**Register soon:** Call PPSC 707-765-8488, email [admin@petalumapeople.org](mailto:admin@petalumapeople.org) or visit  
[www.petalumapeople.org](http://www.petalumapeople.org) to get an entry form and to find out more.

Healthy relationships consist of trust, honesty, respect, equality, and compromise. Unfortunately, teen dating violence—the type of intimate partner violence that occurs between two young people who are, or who were once in, an intimate relationship—is a serious problem in the United States. A national survey found that ten percent of teens, female and male, had been the victims of physical dating violence within the past year and approximately 29 percent of adolescents reported being verbally or psychologically abused within the previous year.

**If you feel like your relationship is not healthy, contact Petaluma People Services Center  
707-765-8488 a clinician can speak with you.**

I used to bit tongue and hold my breath  
Scared to rock the boat and make a mess  
So I sit quietly, agree politely  
I guess that I forgot I had a choice  
I let you push me past the breaking point  
I stood for nothing, so I fell for  
everything.....  
Get ready 'cause I've have enough  
I see it all, I see it now.

*Katie Perry, Roar*



### **Guidelines & Rules for Chalk Artists**

Your team must be registered to chalk. Spaces will be approximately 4 ft. x 4 ft. and will be on the sidewalk. Live competition runs from 6:30 pm to 8:00 pm at the Bank of Marin located at 8 4<sup>th</sup> Street in Downtown Petaluma. Registration opens at 6:00 pm. One box of Sidewalk Chalk and sidewalk space will be provided for each team from a registered school. You may also use your own chalk but it must be water-based. No paint, crayon, ink or other non-washable or permanent products. No fixatives may be used on the chalk drawings.

**Rules:** Illustrate your favorite lyrics from Katie Perry's song "Roar" highlighting healthy teen relationships! Teams can be comprised of one to four students and schools or organizations can have up to two teams. Teachers can coach during the competition, but cannot participate in the chalking. Chalk art only to be produced in designated and assigned areas. No words may appear within the art. ChalkHeART reserves the right to refuse, stop or eliminate objectionable material. Please respect the other artists who are working near you. ChalkHeART will use photographs and chalk art must only include chalk. Any non-chalk props will exclude art from judging.

**Tips to Help You:** Bring an illustration your team designed in advance. Consider bringing several copies if more than one artist will be working on the piece. If you want your proportions to be correct, you might consider drawing a grid over the photocopies using a ruler and thin marker. You can lay out a corresponding grid on the sidewalk.

**Suggested Supplies:** A piece of heavy fabric, carpet square or cardboard to sit or stand on to avoid smearing your work, a soft towel or knee pads to kneel on, a chalkboard eraser, foam, terry cloth or short-cut brushes for blending larger areas of color, water and a cloth or sponge to erase unwanted parts of your design, old towels or rags to clean up as necessary, masking tape for creating sharp borders, and/or additional chalk, if you need a lot of a certain color.

**Chalking Your Masterpiece!** Start from the top of the painting area and begin painting the image with the colored chalk. Lay a foundation of color using your fingers in small areas and a chalkboard eraser for larger areas. Fill in the details of the image using various shades of colored chalk. Continue to blend colors to gain the right effect. Leave some chalk color unblended on the surface of the concrete to bring out colors, highlights and details. Work your way down the area of your painting. Remove the masking tape to reveal clean, crisp outlines. Do not blow or fan excess chalk into the air. It will dull your colors. To get intense color, apply the chalk more than once (the first time fills in cracks and crevices) and bear down hard. The second time is to let the chalk powder rest on the top of the bumps. Then don't touch!

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**May is Mental Health Month – join PPSC**

*For 41 years Petaluma People Services Center has been dedicated to improving the social and economic health of our community by providing programs that strengthen the dignity and self-sufficiency of the individual.*

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