



***Saturday, October 1st, 2016  
Please join us to chalk it up for kids!***

When autumn comes to Arcata, Pastels on the Plaza returns to Humboldt County. Each year Northcoast Children's Services partners with local businesses and artists to transform the sidewalks of the Arcata Plaza into a colorful art gallery. Pastels on the Plaza is a benefit for Northcoast Children's Services where businesses are invited to purchase a square of sidewalk to be transformed into a work of art by local artists willing to donate their time and creativity to this unique community event. Artists and businesses are encouraged to sign up early to participate in the event.

What Artists and Business have to say about the event:

Local Artist Joyce Jonte has been participating in the event for over 20 years. When asked why she participates, Joyce says "This is one of the most fun and cooperative artistic events on the Northcoast. Artist Katie Texas has similar thoughts – ". I love seeing the different skill levels working side by side during the event – from Duane Flatmo to elementary school artists out there rocking the chalk. As a part of the community it feels good to help out Northcoast Children's Services." "It's like a big art party. Pastels on the Plaza combines helping a local non-profit with art and local business; it combines three things Humboldt does really well says Amy Berkowitz who will be participating in her 19<sup>th</sup> Pastels as an Artist and Business Sponsor.

Artists gather on the first Saturday of October every year to lend their talent for the day. Each artist creates an original piece of art representing a business sponsor. Artists, businesses and children are what this day is all about. Some are experienced artists; others are just beginning to express themselves through drawings, paintings, or sculpture. Their sponsors are local businesses, corporations, schools, service clubs and "patrons of the arts."

We serve over 1000 children locally each year," said Kathy Montagne, Executive Director of Northcoast Children's Services. These are challenging times for families and children, the funds raised from this event support our programs for young children. The Farmer's market enhances our annual event. The day is full of color, music, food, friends and the fun--something to look forward to each year. Throughout the weekend and into the coming week, thousands of art lovers come to stroll around the plaza and enjoy the colorful display before rain and time turn the sidewalks back to their usual grey.

The way it works...

Businesses "buy" a square for \$125 or \$225. Artists sign up for the event. Some businesses and artists will agree to work together, but for the majority, we match up artists and businesses a few days before the event. We provide the pastels and a square of cement. Artists arrive on the plaza in between 8 and 9 a.m. on the first Saturday in October to check in and begin the creative venture. By mid-day, the Arcata Plaza comes alive with the completed vibrant works of art. Artists and

Business Sponsors are invited to join us in celebration of the event at the Plaza Grill from 11am to 1pm. Within a month both artists and sponsors receive a photo of their artwork to treasure for the next year.

#### The History of Pastels on the Plaza:

In 1987, on the first Saturday in October, a handful of artists meet on the Arcata Plaza for a one-time morning of “Sidewalk” art. Local businesses made a donation to Northcoast Children’s Services for each of the 29 squares. The art was scattered along the spokes of the Plaza cement. That “one time” event was so successful, it has been continued every year until Pastels on the Plaza became the largest art event on the Northcoast and a major fundraiser for Northcoast Children’s Services. These days, the entire Plaza is surrounded in rich colorful displays of art created by local artists.

#### The History of Northcoast Children’s Services:

In 1965, a small group of parents with young children came together to form a parent cooperative aimed at increasing social and developmental opportunities as well as child care for the families involved. Pretty soon, it was clear that many families here on the Northcoast were in need of quality childcare services and several of the original parents formed the Manila – Westhaven Parent Council. The group continued to grow and in 1967 formed a nonprofit corporation enabling the fledgling organization to offer free and low cost child care and preschool services through State funding grants.

In 1978 the organization applied for and was awarded the Federal Head Start Grant, opening the first Head Start Centers here on the Northcoast in Eureka, McKinleyville and Crescent City. The Agency’s expansion continued to allow for more services for pregnant women and children up to age 3 through the Early Head Start Grant award in 1993.

Today, Northcoast Children’s Services is one of the North Coast’s largest nonprofit agencies, employing almost 250 residents of Humboldt and Del Norte counties in over 30 locations throughout the region. With almost 60 programs throughout Humboldt and Del Norte Counties, more than 1000 families with children from birth to age 5 receive free or low cost comprehensive preschool and family services each year.

Though we have certainly grown from our humble beginnings, our programs continue to be dedicated “to nurturing and empowering the whole child and family, enhance our quality of life, and create a more peaceful community.”

#### **For additional information regarding Northcoast Children’s Services or Pastels on the Plaza, please call or email:**

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*Pastels  
on the  
Plaza*



A benefit for

**Northcoast Children’s Services**