

spreading joy, inspiration and optimism to millions...



Contact:

Michele M. Larsen

503.724.7442 | michele@thejoyteam.org

chalkthewalks.com | thejoyteam.org

Using Sidewalk Chalk to Spread Joy and Inspiration on August 23rd

The first annual Chalk the Walks brings families and organizations together

(Vancouver, WA) Check the sidewalks on August 23 and you may find messages of inspiration, joy and love chalked by caring hands meant especially for you to see. The first annual Chalk the Walks happens on August 23, 2011, anywhere and everywhere, all throughout the day. Over 300 people are chalking in 3 countries (USA, France, Netherlands) and 22 states (Alaska, California, Colorado, Florida, Georgia, Hawaii, Iowa, Kansas, Michigan, Minnesota, Montana, New Mexico, New York, North Carolina, Oregon, Pennsylvania, Rhode Island, South Carolina, Texas, Virginia, Washington, Wyoming) will be chalking their sidewalks with positive messages, but the whimsy starts in the heart of Vancouver, USA, at Esther Short Park.

Chalk the Walks, a project of The Joy Team, is all about spreading joy, inspiration and optimism through the magical power of sidewalk chalk. Because so many things are most powerful when done collectively, The Joy Team selected one day to ask people to spend 10 minutes outside writing an uplifting message in chalk on their sidewalks, driveways or parking lots.

"The idea is as simple as it was in childhood," said Michele Larsen, founder of The Joy Team and coordinator of Chalk the Walks. "Write happy messages, have fun doing it, spread some joy while you're at it."

Ideally, people will chalk the sidewalks of in front of their home and business owners will chalk the walks in front of their workplaces, spreading positive messaging far and wide, then posting the images of their messages on facebook.com/chalkthewalks (or the [Facebook event page](#)), creating a virtual sea of inspiration and optimism. People in the Vancouver, Washington / Portland, Oregon, area are invited to join the chalking fun at Esther Short Park in Vancouver between 10:00 am and 1:00 pm on August 23 with The Joy Team, Be the Gift, Open House Ministries and others.

Beginning Wednesday, August 10 through Tuesday, August 23, all five Umpqua Bank locations in Vancouver, Washington, will be providing chalk to people who go into their branches and say, "I'm chalking the walks on August 23rd."

For more information about Chalk the Walks or to get a list of message ideas to chalk, visit ChalkTheWalks.com.

About The Joy Team

Founded in February 2010, The Joy Team is a non-profit corporation based in Vancouver, Washington, with the mission of spreading joy, optimism and inspiration to millions. We carry out this mission by helping people shift into a positive frame of mind through the incredible power of positive words. In 2010 we put up 28 billboards, effectively putting 25.9 million seeds of joy out into the world. Learn more at TheJoyTeam.org.