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PRESS RELEASE:

Rethink Your Drink Sidewalk Chalk Challenge

Madelia, Minn. – As part of the upcoming Park Days celebration, the Madelia Community Based Collaborative (MCBC) is sponsoring a sidewalk chalk art contest featuring their slogan: Rethink Your Drink. The contest is for artists of all ages and skill levels – if you like to draw or just doodle, you should participate! There is no fee to enter, but participants will need to use their own chalk supply.

Participation is fun and easy. On Wednesday, July 9th or Thursday, July 10th, chalk out a “Rethink Your Drink” design at one of three locations: Madelia Community Hospital & Clinic, Luther Memorial Home, or your own sidewalk/driveway. When your drawing is just how you like it, snap a photo and upload it to the Madelia Rethink Your Drink Facebook page. Entries must be uploaded by 10 p.m. on Thursday, July 10th to participate in voting. Chalk art photos can also be submitted by emailing them to: madeliarethinkyourdrink@gmail.com by 7 p.m. on Thursday, July 10th. Emailed entries will also be uploaded to the Facebook page by 10 p.m.

A Madelia Family Fun Pack will be given to two winning participants. One winner will be chosen at random, and the other will be determined by the post that gets the most “Likes” on Facebook by 10 p.m. on Sunday, July 13th. Winners will be announced on the Madelia Rethink Your Drink Facebook page by noon on Monday, July 14th.

This is a family-friendly event. Inappropriate artwork that is posted to our Facebook page will be deleted immediately.

MCBC is a local community group that has partnered with the Statewide Health Improvement Program (SHIP) in Faribault, Martin & Watonwan Counties to increase access to healthy beverages, working toward the goal of improving the health of Madelia citizens and their families. The local group includes broad community representation consisting of members from the Madelia Community Hospital & Clinic, Madelia School District, Tony Downs Food Company, Public Health, Glen Taylor

Nursing Institute for Family and Society, Minnesota State University, Mankato Nursing Program, Luther Memorial Home and Watonwan County Vision for Families and Children.

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