NEWS RELEASE: SPARK PARK DEDICATIONS

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2015 SPARK ART CALENDAR TO BE DISTRIBUTED DURING SPARK WEEK

HOUSTON (NOV. 17, 2014) – SPARK Week 2014, November 17-21, marks the 31st year of the SPARK School Park Program, founded in 1983. In the past 31 years over 200 schools in the Houston area have worked with SPARK to convert their school playground into neighborhood parks.

The 2015 SPARK Art Calendar will be distributed during SPARK Week, announced SPARK Executive Director Kathleen Ownby. The 2015 Calendar features public art projects in 12 schools in the Houston/ Harris County area. Schools featured in the 2015 calendar include Almeda Elementary (Houston ISD), Chavez High School (Houston ISD), Freeman Elementary (Pasadena ISD), Hollibrook Elementary (Spring Branch ISD), Ketelsen Elementary (Houston ISD), Pine Shadows Elementary (Spring Branch ISD), Port Houston Elementary (Houston ISD), Sneed Elementary (Alief ISD), Spring Forest Middle School (Spring Branch ISD), Travis Elementary (Houston ISD), Treasure Forest Elementary (Spring Branch ISD), and Wilson Elementary (Houston ISD).

Art Colony Association and the Charles T. Bauer Foundation underwrote the cost of the graphic design and photography. The Houston Independent School District is printing 15,000 copies of the calendar and helping to underwrite part of the printing costs.

William Hill Land and Cattle Company generously underwrote the 6th edition, 3rd printing of the SPARK Coloring Book. Coloring books will be given to students at three elementary schools dedicated during SPARK Week. Coloring books are also distributed during the year at family events throughout the city.

Pen Morrison, Morrison Design & Advertising, provided the graphic design services for the 2015 SPARK Art Calendar and for the 6th Edition SPARK Coloring Book. Tom Callins, Callins Photography, served as photographer for both projects.

SPARK Parks are school grounds that are redeveloped through a partnership consisting of the host school and school district, city and county governments, area civic organizations, corporate sponsors and involved citizens. After development, these parks typically include modular play equipment, benches, picnic tables, jogging/walking tracks, outdoor classrooms, trees and public art components. The resulting park reflects the needs, interests and creative efforts of the surrounding neighborhood.

The SPARK Art projects bring public art to areas of Houston that may have no other access. In some cases, schools will have an art teacher on staff that will work with the students to create the art component. In other instances, SPARK brings Houston artists into the school to work with the children.

Participating schools in SPARK Week 2014 are Chavez High School (Houston ISD), Helms Elementary (Houston ISD), Spring Forest Middle School (Spring Branch ISD), Revere Middle School (Houston ISD), Port Houston Elementary (Houston ISD), and Pine Shadows Elementary (Spring Branch ISD).