



Press Contacts:

Elizabeth Neukirch
For Chicago Loop Alliance
312-932-9911
elizabeth@silvermangroupchicago.com

Colleen McCormick
Zipcar
617-336-4342
cmccormick@zipcar.com

FOR IMMEDIATE RELEASE

Images [available for download here](#)

Zipcar and Chicago Loop Alliance launch

Fueling Local Art

**Unique new program showcases Zipcars as the canvas for
CLA's Pop-Up Art Loop exhibits at Chicago festivals this summer**

Program kicks off at Do Division Street Fest May 31-June 2, 2013

CHICAGO (May 29, 2013)—[Zipcar](#), Inc. and [Chicago Loop Alliance](#) (CLA) announced today a unique new program, *Fueling Local Art*, that brings CLA's [Pop-Up Art Loop](#) exhibits to festivals throughout Chicago this summer in the form of **live art activations using Zipcars as the canvas**. Beginning at the **Do Division Street Fest May 31-June 2, 2013**, which will feature a colorful streamer exhibition by [Chiara No](#), local Pop-Up Art Loop artists will adorn their new "canvases" to the delight of tens of thousands of Chicagoans at over a dozen neighborhood festivals now through October.

Zipcar has long been a supporter of Chicago's neighborhood festivals and local art scene, and *Fueling Local Art* is the company's first large-scale arts program with a nonprofit business organization. The temporary Pop-Up Art Loop displays will give passersby the opportunity to see art being created directly on Zipcars in a variety of media, including temporary paint, paper and more. The art will only be available for viewing during the events, after which the vehicles will be returned to the Zipcar fleet.

In addition to Do Division, *Fueling Local Art* will pop up at the following Chicago festivals and events this summer: **Midsommarfest June 7-9**; **Wells Street Art Festival June 8-9**; **Pride Fest June 22-23**; **Pride Parade June 30**; **Lincoln Park Arts & Music Festival June 29-30**; **Milwaukee Avenue Arts Festival June 28-30**; **Taste of Lakeview July 6-7**; **West Fest July 13-14**; **Pitchfork Music Festival July 19-21**; **Taste of River North July 19-21**; **Taste of Lincoln Avenue July 27-28**; **GINZA Festival Aug. 9-11**; **Retro on Roscoe Aug. 10-11**; **The Vintage Bazaar Sept. 7-8**; **Renegade Craft Fair Sept. 7-8**. Additional *Fueling Local Art* events will be announced later this summer.

"Zipcars are part of the fabric of Chicago's communities, giving tens of thousands of Chicagoans the freedom to experience everything the city offers—including the local art and culture," said Zipcar Chicago General Manager **Charles Stephens**. "Through the launch of this new program with Chicago Loop Alliance and Pop-Up Art Loop, we are proud to provide a new canvas for artists to express their creativity to a live audience, while also giving local residents and visitors something pretty awesome to watch each weekend throughout the summer."

"Chicago Loop Alliance has been activating downtown storefronts with local artists' work since 2009 through our Pop-Up Art Loop program," said CLA Executive Director **Michael Edwards**. "In addition to providing an engaging live-art experience with Zipcar at festivals across the city this summer, this

program is a great way to gain exposure for Pop-Up Art Loop outside the central business district, inviting visitors to walk the Loop and check out our additional galleries.”

Pop-Up Art Loop program transforms vacant storefront space in the Loop into vibrant temporary art galleries open to the public, enlivening the downtown experience and drawing attention to available retail opportunities. Pop-Up Art Loop is made possible through the generous support of downtown property owners and the Chicago Loop Alliance Foundation, which develops and promotes artistic, cultural and public events within the CLA project area. These initiatives enhance the character of the Loop, contribute to its competitive position as a mixed-use destination, and promote economic development and tourism in the area. Additional support for Pop-Up Art Loop is provided by: presenting sponsor **Columbia College Chicago**; art materials sponsor **Blick Art Materials**; sponsors **Carhartt** and **Zipcar**; media partners **ArtSlant**, **Gapers Block** and **DO312**; and event partners **PBR** and **Smilebooth**.

Chicago Loop Alliance is a nonprofit business organization that represents Chicago's most dynamic mixed-use district—the Loop—and advocates for the rapidly growing central business area. CLA is focused on promoting and uniting Loop businesses and organizations to support one another in creating a vibrant, flourishing Loop where people live, work and play. For more information, please visit www.chicagoloopalliance.com.

Zipcar is the world's leading car sharing network with operations in urban areas and college campuses throughout the United States, Canada, the United Kingdom, Spain and Austria. Zipcar offers more than 30 makes and models of self-service vehicles by the hour or day to residents and businesses looking for smart, simple and convenient solutions to their urban and campus transportation needs. Zipcar is a subsidiary of Avis Budget Group, Inc. (Nasdaq: CAR), a global leader in car sharing and vehicle rental services. More information is available at www.zipcar.com.

###