



For Immediate Release

Contacts:

Robert Goudie  
RTCA Executive Director  
[rgoudie@restontc.org](mailto:rgoudie@restontc.org)/703-435-6600

Sofia Blom  
Tephra ICA Communications  
[sblom@tephraica.org](mailto:sblom@tephraica.org)/571-926-8902

Alexandra Rossi  
PAR Communications  
[alexandra@armcommu.com](mailto:alexandra@armcommu.com)/703-462-4030

**eARTh Day Returns to Reston Town Center April 26**

*A unique, art-inspired celebration of the day!*

April 7, 2025 (Reston, VA): The Reston Town Center Association (RTCA), Public Art Reston (PAR), and Tephra Institute of Contemporary Art (Tephra ICA) today announced that they will jointly present the second [eARTh Day on April 26](#), in Reston Town Square Park, with a full day of FREE, artistic programming open to the public (sponsored by [BXP](#)).

[PAR's ChalkFest](#) (with an environmental theme) is new; Tephra ICA's ongoing [Mariculture exhibition](#), and a number of environmentally inspired art activities in the park that Tephra ICA will present, and two environmentally themed concerts will anchor the day's activities. Opening ceremonies at noon will include a celebration of the temporary sculptural installation, *Radiant Pearl*, by artist Claire Ashley. The 12'-diameter, inflatable work will remain up through the Tephra ICA Arts Festival (May 17-18), where it will serve as part of a unique performance experience at the festival presented by Reston Community Center and Tephra ICA.

"It was an easy decision to bring back eARTh Day, which really captured peoples' imaginations last year," said RTCA Executive Director Robert Goudie. "An art-inspired look at the importance of eARTh Day is a bit off-beat and aligns nicely with our interest in presenting compelling cultural experiences that both entertain and educate."

"Tephra ICA is so excited to partner with RTCA and Public Art Reston for eARTh Day," said Jonell Logan, Tephra ICA's Executive Director. "This is such a great opportunity to be creative, connect with artists, and recognize ways we can have less of an impact on the planet."

"We are excited to bring ChalkFest to eARTh Day and give the community an opportunity to participate in artmaking and also enjoy the work of professional chalk artists," said Ricki Marion, PAR's ChalkFest Director. "All registrations receive a reserved square at the event, chalk kit, and are eligible for first through third cash



Reston Town Center Association

prizes in friends and family, amateur artists, and people's choice categories. All proceeds support public art commissions in Reston."

PAR is also excited to offer an opportunity for attendees to paint a metal disc that will be incorporated into the South Lakes High School Steam Team's new public art installation on the Lake Thoreau spillway, which will be installed in June.

The full schedule of events can be found at [eARTh Day Celebration](https://eARThDayCelebration.org). ChalkFest registration is available at [publicartreston.org](https://publicartreston.org).

-end-

*About [RTCA](#): Reston Town Center is a major residential, employment, and amenity center for the region. The association's services benefit all those who live, work, and enjoy here. Core aspects of its mission include support of transit-oriented development, a strong commitment to the arts and community programming, and design review — all in support of advancing RTC both as Reston's downtown and as an exceptional regional destination that is a welcoming place for all.*

*About [Tephra ICA](#): Tephra Institute of Contemporary Art (Tephra ICA) is a 501(c)(3) non-profit, non-collecting institution committed to promoting innovative contemporary art and thinking. The word "tephra" – matter from geothermal eruptions that lands upon, nourishes, and changes the surrounding environment – emphasizes the institution's belief in the combustibility of creativity and the generation of ideas and growth that the arts can provide. Tephra ICA collaborates with artists, galleries, institutions, universities, thought leaders, and collectors globally.*

*About Public Art Reston: PAR is a 501(c)(3) non-profit that catalogs, documents, and commissions public art in Reston. Its work has been guided by a Public Art Master Plan for Reston, adopted in 2008. For more information about Public Art Reston's projects and programs, visit <https://publicartreston.org>*

- end -