



Sharpie® is Pushing Creativity to the Limit at Art Battle® Los Angeles

August 20, 2024

Artists and audiences will gather for an unforgettable night of creativity, competition, and community sponsored by Sharpie Creative Markers

ATLANTA, Aug. 20, 2024 /PRNewswire/ -- On Saturday, Aug. 24, Sharpie®, part of the Newell Brands global portfolio, is sponsoring Art Battle® at a flagship Los Angeles event. The creativity-fueled evening will feature three rounds of live art competition. Armed with an arsenal of Sharpie products, including the New [Sharpie Creative Markers](#), and Art Battle paint, top LA and national artists will step to their easels to compete against the clock for audience votes, prizes, and the title of Champion.

"Sharpie Creative Markers unleash a new way to create at Art Battle by popping with bold color on nearly any surface," said Gina Lázaro, Vice President, Brand Management, Writing at Newell Brands. "These paint-like acrylic markers give artists in this competition the opportunity to freely express themselves using tools that can turn any canvas into a work of art."

"The New Sharpie Creative Marker is a phenomenal tool for our artists as they create live," shared Simon Plashkes, Co-Founder at Art Battle. "The bullet tip is way ahead of the competition, and the brush tip is like nothing we have seen before - it truly empowers an entirely new array of strategies in time-limited competition."

Art Battle attendees and artists can visit the [Sharpie Bus](#), a creativity hub on wheels built to commemorate the brand's 60th anniversary and inspire future artists across the country. There, fans can learn more about the iconic brand history and test out the 12 vivid colors and paint-like ink in the New Sharpie Creative Markers themselves.

Through the end of the year, the Sharpie Bus will stop at some of the most creative events and festivals across the U.S. including Art Battle LA as the latest stop on "The World Is Your Canvas" Tour. Follow along with the Sharpie Bus journey by visiting letsgetcreative.com/bus-tour to see where it's headed next!

How To Attend

Art Battle LA will take place on Saturday, Aug. 24 at Academy LA, located at 6021 Hollywood Blvd. Doors open at 5 p.m. and the first round of competition begins at 6 p.m. With three 20-minute rounds scored by the audience and event judges, over \$5,000 in prizes will be awarded, including a year's worth of Sharpie products. Learn more about Art Battle LA and purchase tickets [here](#).

About Sharpie®

In 1964, the iconic Sharpie Fine Point black marker became the first pen-style permanent marker, and today Sharpie offers a wide selection of permanent markers, pens, highlighters, and more, for the classroom, office, and home. Designed for precision and performance, Sharpie marking and writing instruments are offered in a variety of specialty and art styles. Sharpie is part of the Newell Brands global portfolio of leading brands. For more information, visit www.Sharpie.com.

About Newell Brands

Newell Brands (NASDAQ: NWL) is a leading global consumer goods company with a strong portfolio of well-known brands, including Rubbermaid, Sharpie®, Graco®, Coleman®, Rubbermaid Commercial Products®, Yankee Candle®, Paper Mate®, FoodSaver®, Dymo®, EXPO®, Elmer's®, Oster®, NUK®, Spontex® and Campingaz®. Newell Brands is focused on delighting consumers by lighting up everyday moments.

About Art Battle®

Since 2001, the world's live art competition has excited and engaged audiences and artists alike. At more than 3,000 events worldwide, a view inside the creative process of 10,000+ artists has been revealed.

This press release and additional information about Newell Brands are available on the company's website, www.newellbrands.com.

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