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New Products Corp Sponsors Artists for Chalk the Block



BENTON HARBOR, Mich., July 24, 2014 /PRNewswire-iReach/ -- New Products Corporation (NPC) of Benton Harbor is pleased to be sponsoring a mother and daughter artist team for the 18th Annual Chalk the Block, downtown St. Joseph's popular street art contest.

"We're delighted to continue to support local arts and artists," says NPC's CEO Cheryl Miller.

On Friday, August 1, artists from around the region will begin to fill thirty 10'x10' squares with color. By

Sunday, August 3, the sidewalk will be transformed into a burst of color. The public is invited to come out and watch the process on Friday and Saturday as well as the view the finished works on Sunday. Blocks are also judged, and prizes awarded, for 1st, 2nd, and 3rd place.

The family-owned manufacturer is sponsoring a mother-daughter artist duo--fitting since the CEO and Vice President mother-daughter duo work so closely together. Miller says "I can't wait to see what emerges on our sidewalks!"

Founded in Benton Harbor, Mich. in 1922, NPC is a global supplier of custom, precision die cast aluminum and zinc parts for thousands of applications in a variety of industries, including automotive, military, industrial machinery, medical instruments, household appliances, transportation equipment, furniture and fixtures, and more. Today, NPC is a TS 16949 certified, third generation, woman-owned small business, recognized for its "world class" quality. The company currently employs 100 people, a third of which are Benton Harbor residents. For more information about New Products Corporation, visit www.newproductscorp.com.

###

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New Products is a custom, precision, high pressure aluminum and zinc die caster.
We are experts in taking your design concept to finished product quickly and cost effectively.
We work around the clock to provide you what you need, when you need it.

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