

Clark rocks out



Ever since the popular art movement Vancouver Rocks! began motivating residents to paint and hide rocks all around their community, Clark College's main campus has been a popular spot for stashing the hand-painted treasures. Now the college is becoming an active participant by hiding about 100 Clark College rocks in Southwest Washington.

Started about a year ago, Vancouver Rocks! is based on a simple idea: People paint rocks and then hide them in public spaces; other people find the rocks, and then re-hide them for others to find. Often, people post their finds, as well as hints on where to find rocks, on a public Facebook group with more than 35,000 followers. The goal is to build community, encourage creativity, and provide individuals and families with a fun, free activity—all ideas that made it a natural fit for Clark College.

Faculty, staff, students, and alumni were invited to paint a collection of rocks that will be hidden around downtown businesses and local parks. To inspire their rock designs, participants were asked, “What comes to mind when you think of Clark College?”

Beginning on August 4, Vancouver area residents will have the chance to find Clark-themed rocks hidden in parks and other public spaces. In addition to adding a rock to their collection, each community member who finds a Clark rock can redeem it at the Welcome Center for a free cookie from the McClaskey Culinary Institute. One special rock, painted by Clark’s culinary faculty, will earn its finder lunch for two at the institute.

The rocks are hidden throughout the college’s service district—meaning not just Vancouver, but also all of Clark and Skamania counties as well as part of Klickitat County. Each rock has a label on the back that explains how the rocks can be redeemed. Rocks may be redeemed between September 25 and December 31, 2017.