



41st Annual Clayfolk Show & Sale Press Kit

Thank you for partnering with Clayfolk to spread the word of this unique community event.

Please partner with Clayfolk to promote the 42nd Clayfolk Show! This annual holiday event features an incredible range of ceramic art. Live entertainment, ceramic demonstrations, and a chance for adults and children to “get into the mud” all add a festive flair to this year’s 42nd annual show.

Since 1976, the annual Clayfolk Pottery Show and Sale has continued to support local and regional potters, and to make the art of clay accessible to our community. We address this mission by annually awarding a scholarship, sponsoring clay workshops for the public, and donating ceramic books and videos to our county libraries.

The Clayfolk Show hi-lights the work of over 60 clay artists, many renowned throughout the Pacific Northwest, each with their own unique style. The public is encouraged to interact with the artists, adding to the popularity and success of our annual show.

Please utilize the following Promotional Package to help us promote this popular event!

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- Short PSA
- Long PSA <http://www.clayfolk.org/show.htm>
- Schedules for; Entertainment, Demonstration, Hands on Clay opportunities for Children of all ages.
- List of participants, contact numbers for potter interviews. <http://www.clayfolk.org/gallery.htm>
- Links to promo photos for work and prior shows. (contact Phil Fishwick)
- Social media links (contact Vicki Chamberlain)
- Links to Clayfolk Mission Statement, Community programs <http://www.clayfolk.org/about.htm>
 - <http://www.clayfolk.org/events.htm>
- List of contacts information for more information. Show chair: Shirley Huft pigpenpots@aol.com
- Radio spot

Contacts, online resources, social media

- **Contacts:**
 - Show chair: Shirley Huft, showchair@clayfolk.org
 - Press relations: Bob Johnson, impaladrive@gmail.com and Nancy Leever, nleever@charter.net
- **Online Press Kit:** www.clayfolk.org/press-kit/
- **Promo photos** (print and online versions): www.clayfolk.org/press-kit/
- **Social media links:**
 - Facebook: www.facebook.com/ClayArtists
 - Twitter: <https://twitter.com/clayfolk>
 - Pinterest: <https://www.pinterest.com/clayfolk/>
- **Social Media graphics:** www.clayfolk.org/press-kit/

Short PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release :

Length : 20-30 seconds

Kill Date :

CLAYFOLK POTTERY SHOW AND SALE

Clayfolk presents its **42th Annual Pottery Show and Sale** at the Medford Armory in Medford Oregon.

MEDFORD ARMORY

1701 South Pacific Hwy

Medford, OR 97501-7914

This is the region's largest display of pottery and sculpture, featuring over 60 Oregon artists. There will be demonstrations and a children's "hands-on" experience in clay. Free admission. For more information go to www.clayfolk.org

Show Hours :

Friday November 17 | 4:00 PM to 9:00 PM

Saturday November 18 | 10:00 AM to 7:00 PM

Sunday November 19 | 10:00 AM to 4:00 PM

PSA for Radio

PLEASE READ : 11/8 - 11/11

Here is an event to put on your calendar : The **Clayfolk 42th Annual Pottery Show and Sale** will open Friday, November 17, at 4:00 PM and continues Saturday and Sunday at the Medford Armory. Grab family and friends to visit the show that features over 60 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Again, the show is NOVEMBER 18 through 19. The show opens Friday at 4PM and continues until 9 PM, on Saturday the show opens at 10 AM and goes until 7 PM. Then on Sunday it opens at 10 AM and closes at 4 PM. Admission is FREE. If the Armory parking lot is full Friday night, All Aboard Trolley will be providing a shuttle service from the Walmart parking lot next door between 4 and 8 pm. For more information, visit www.clayfolk.org

Long PSA:

For immediate release

Contact Person : Shirley Huft email: showchair@clayfolk.org 541-476-0593

Who : Clayfolk

What : Clayfolk Pottery Show and Sale

Where : Medford Armory, 1701 South Pacific Hwy, Medford, OR.

When : November 17th, 18th and 19th

Friday : 4:00 PM – 9:00 PM

Saturday : 10:00 AM – 7:00 PM

Sunday : 10:00 AM – 4:00 PM

Featured : Decorative and functional pottery, ceramic jewelry, sculpture, tile work, fountains and more. For more information, visit www.clayfolk.org

Admission : Free

Clayfolk Pottery Show and Sale

Members of **Clayfolk** present their **42nd Annual Pottery Show and Sale** at the Medford Armory.

The show begins **Friday**, November 17th (4PM to 9PM), continues **Saturday** the 18th (10AM to 7PM), and ends **Sunday** the 19th (10AM to 4 PM).

This is the region's **largest display** of handmade pottery and ceramic sculpture, and will feature over 60 of Oregon's finest Potters.

This all-ceramic show will feature an amazing variety of creative work. From functional dinnerware to sculptural pieces and decor art pottery. There will be something for everyone at this show!

This is the place to shop for gifts, add a teapot to your collection, or locate the perfect sized bowl or platter. Find a piece to complement your decor or treat yourself to some unique jewelry. Your children will love the Hands on Experience in Clay offered at the show. And all can marvel as potters demonstrate various both hand building techniques and throwing on the wheel. A schedule will be posted for each day. The Friday night opening will feature live music and refreshments.

To ease parking problems Friday evening, "All Aboard Trolley" will be providing free rides from the Walmart parking lot!

Admission is FREE, so come out and enjoy the show!

A BRIEF HISTORY

In 1976 Clayfolk began when a small group of potters came together to share ideas, experiences, and potluck dinners. Today the membership represents a cross section of ceramicists in Oregon and northern California, ranging from well-known studio potters and sculptors to students new to the media. They share one common interest, a fascination for, and love of working in clay.

Clayfolk is a non-profit educational organization made up of volunteers. The group sponsors a well-recognized scholarship, the Ellice T. Johnston Scholarship for the Ceramic Arts. This \$1000 annual award is for a college or art school enrolled ceramic student to continue their studies. In 1985, Clayfolk members created the award in honor of Ellice, a founding member and guiding light of Clayfolk.

The group also sponsors workshops each year. Recent ones featured Lana Wilson who taught hand-building techniques and Terry Inokuma, who taught altered wheel forms and brushwork. Most workshops meet at local schools or private studios. We have enjoyed sessions with Australian artist Ian Currie, Adrian Arleo, Hank Murrow, Maria Simon, Ellen Currans, Wesley Anderegg, Craig Martell and Linda Owen, and Terry Inokuma.

In furthering its educational mission, Clayfolk annually donates many ceramic books, magazines and videos to the two county libraries.

The annual Clayfolk Pottery Show and Sale, now in the 42nd year, is a unique event in the Rogue Valley. It features an impressive variety of work in clay and provides an educational opportunity for both those who work in clay and for those who love to look at it.

Membership in Clayfolk is open to anyone interested in the ceramic arts. Yearly dues and proceeds from the annual Pottery Show and Sale fund Clayfolk.

Mission Statement

Clayfolk is registered with the state of Oregon as a non profit corporation (not a 501c) Registration # 130554-13

Clayfolk is an all-volunteer organization whose main purpose is education, scholarships, workshops, demonstrations, donations to the library and Children's Festival.

The Ellice T. Johnston Scholarship for the Ceramics Arts is one of Clayfolk's most notable functions. This \$1000 award is given annually to a ceramic student at a collage or art school to further their studies.

The group also sponsors several workshops each year with internationally known clay artists.

Furthering its educational mission, Clayfolk donates ceramic books and videos to the Jackson and Josephine County library systems.

Clayfolk's primary fundraiser is the member's Clayfolk Show and Sale which is held the weekend before Thanksgiving each year.

Radio spot

10:00 AM to 4:00 PM

PLEASE READ : 11/12-11/15

Attention art lovers!

Here is an event to put on your calendar.

The **Clayfolk 42nd Annual Pottery Show and Sale** will open Friday, November 19 at 4 PM and continues Saturday and Sunday opening at 10 AM at the Medford Armory. Grab your family and friends to visit the show that features over 60 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. If you can't find parking, Friday night only All About Trolley will be providing a shuttle service between Walmart and the Armory next door between 4 and 8 pm.

Again, the show is NOVEMBER 17 through 19. Friday the show opens at 4 PM and continues until 9PM, Saturday the show opens at 10AM and goes until 7PM. Then on Sunday it opens at 10 AM and closes at 4 PM. Admission is FREE

For more information, visit www.clayfolk.org

PLEASE READ 11/16

All pottery lovers! The 42nd. Annual Clayfolk pottery show and sale opens TODAY at 4 PM at the Medford Armory. Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 60 Oregon artists. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Again, the show is NOVEMBER 17 through 19. Friday the show opens at 4PM and continues until 9PM, Saturday the show opens at 10AM and goes until 7PM. Then on Sunday it opens at 10 AM and closes at 4 PM. Admission is FREE
For more information, visit www.clayfolk.org

PLEASE READ 11/17 -11/18

All pottery lovers! The 32nd. Annual Clayfolk pottery show and sale opens Saturday and Sunday at 10AM at the Medford Armory. Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 60 Oregon clay artists. Activities include the children's "Hands on experience in clay" and pottery-making demonstrations. Admission is free!

NOVEMBER 17 - 18 - 19, 2017

Hours Friday 4PM - 9PM, Saturday 10AM - 7PM and Sunday 10AM - 4PM

Admission is FREE

For more information, visit www.clayfolk.org