



42st Annual Clayfolk Show & Sale Press Kit

Please help us to spread the word about the 42nd annual Clayfolk Show and Sale!

Always the weekend before Thanksgiving, this holiday event features an incredible range of ceramic art, along with live entertainment, ceramic demonstrations, and a chance for adults and children to “get into the mud.”

The Clayfolk Show and Sale highlights the work of over 70 clay artists, many renowned throughout the Pacific Northwest, each with a unique style. The public is encouraged to interact with the artists, adding to the popularity and success of our annual show.

Since 1976, the annual Clayfolk 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 selling our creations and awarding a college scholarship. In addition, we sponsor clay workshops both for our members and the public, donate art-related books and videos to our county libraries, and work with both Jackson and Josephine County Empty Bowls programs to raise money to feed the less fortunate in our communities.

Thank you for partnering with us to spread the word about the 42nd annual Clayfolk Show and sale! You may freely utilize the following Promotional Package to help us promote this popular event. Additional details and photos are available online at <http://www.clayfolk.org/press-kit/>

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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
 - Instagram: <https://www.instagram.com/clayfolk/>
 - 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 : November 19

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 70 Oregon artists. There will be demonstrations and a children of all ages "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

[See alternative daily radio spots on final page]

PLEASE READ : 11/11 - 11/19

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 and visit the show that features over 70 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include pottery-making demonstrations and hands-on experience in clay for children of all ages. Again, the show is NOVEMBER 17 through 19. It opens Friday at 4 PM 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 PUBLIC SERVICE ANNOUNCEMENT

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, 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 and sale** of handmade pottery and ceramic sculpture and will feature over 70 of Oregon's finest Potters. Decorative and functional art, ornaments, jewelry, tile work, garden art and more are available with prices ranging from several dollars to hundred dollars. This all-ceramic show will feature an amazing variety of creative work from decorative to functional dinnerware. 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 sculpture or treat yourself to some unique jewelry. You and your children will love the Hands on Experience in Clay offered at the show. And all can marvel as potters demonstrate both hand building techniques and throwing on the wheel.

A schedule of demos 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 *from 4 to 8pm*.

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

A BRIEF HISTORY OF CLAYFOLK

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 ceramic artists in Oregon and northern California, ranging from well-known professional potters and sculptors to talented amateurs. They share one common interest: a love of working in clay.

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

Each year, Clayfolk also sponsors workshops for both its members and the general public. 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, Karen Karnes, Adrian Arleo, Hank Murrow, Maria Simon, Ellen Currans, Wesley Anderegg, Craig Martell, Steven Hill, and Linda Owen.

In furthering its educational mission, Clayfolk annually donates many ceramic books, magazines and videos to the libraries in Jackson and Josephine Counties.

Clayfolk artists also donate pottery to the Empty Bowls programs in Jackson, Josephine, and Douglas counties to help alleviate hunger for those less fortunate.

The big event for our group, however, is the annual Clayfolk Pottery Show and Sale—always the weekend before Thanksgiving and now in the 42nd year. The show features an impressive variety of work in clay and provides an educational opportunity for both those of us who work in clay and for our patrons.

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

For more information about workshops and community events, please see <http://www.clayfolk.org/events/> and <http://www.clayfolk.org/about/>

Clayfolk Mission Statement

Clayfolk is registered with the state of Oregon as a nonprofit corporation (not a 501c) Registration number 130554-13.

Clayfolk is an all-volunteer organization whose main purpose is education, scholarships, workshops, demonstrations, donations to the library and local Empty Bowl projects.

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 college or art school to further his or her 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** opens Friday, November 17 at 4 PM and continues Saturday and Sunday opening at 10 AM at the Medford Armory. Gather your family and friends to visit the show that features over 70 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include pottery-making demonstrations and a "hands-on experience in clay" for children of all ages. If you can't find parking, Friday evening, All Aboard 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. On Friday the show opens at 4 PM and continues until 9 PM and 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. For more information, visit www.clayfolk.org

PLEASE READ 11/17

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 70 Oregon artists. Activities include pottery-making demonstrations and a "hands-on experience in clay" for children of all ages.

Again, the show is NOVEMBER 17 through 19. On Friday the show opens at 4PM and continues until 9PM and on 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

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