

Press Packet for the 47th Fall Clayfolk Show & Sale

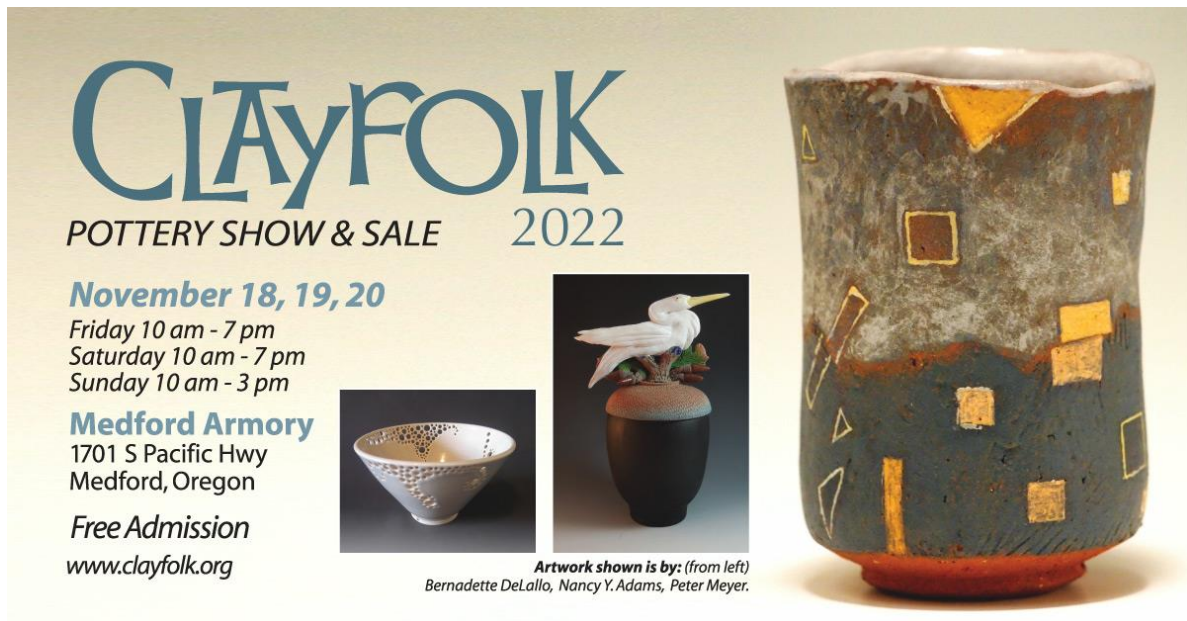
November 18-20, 2022

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 more than 60 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 clay artists, 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 47th annual Clayfolk Show and sale! You may freely utilize the following Promotional Package to help us promote this popular event.



CLAYFOLK
POTTERY SHOW & SALE 2022

November 18, 19, 20
Friday 10 am - 7 pm
Saturday 10 am - 7 pm
Sunday 10 am - 3 pm

Medford Armory
1701 S Pacific Hwy
Medford, Oregon

Free Admission
www.clayfolk.org

*Artwork shown is by: (from left)
Bernadette DeLallo, Nancy Y. Adams, Peter Meyer.*

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 co-chair: Michael McKinney: showchair@clayfolk.org
 - Print media: Bob Johnson, impaladrive@gmail.com
 - Radio & TV: Michael McKinney: showchair@clayfolk.org
 - Social media: Sandy Brown socialmedia@clayfolk.org
- **Online Press Kit and Promo Photos:** www.clayfolk.org/press-kit/
- **Social media links:**
 - Facebook: www.facebook.com/ClayArtists
 - Twitter: <https://twitter.com/clayfolk>
 - Pinterest: <https://www.pinterest.com/clayfolk/>



Urchin Vessels by Jennifer Hill

Short PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release:

Length: 20-30 seconds

Kill Date: November 20

CLAYFOLK POTTERY SHOW AND SALE

Clayfolk presents its **47th Fall Pottery Show and Sale** at the Medford Armory
1701 S Pacific Hwy
Medford, Oregon 97501

This is the region's largest display of pottery and sculpture, featuring over 60 Oregon & California artists. There will be demonstrations and take-home clay kits for children of all ages.

Free admission. For more information go to www.clayfolk.org

Note the new show hours:

Friday November 18 – 10:00 AM to 7:00 PM

Saturday November 19 – 10:00 AM to 7:00 PM

Sunday November 20 – 10:00 AM to 3:00 PM



VW Bug Plate by Faith Rayhill

PSA for Radio

[See alternative daily radio spots on final page]

PLEASE READ: 11/6 - 11/20

Here is an event to put on your calendar: The **Clayfolk 47th Fall Pottery Show and Sale** will open Friday, November 18, at 10:00 AM and continues Saturday and Sunday at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford I-5 exit. Admission is FREE! Grab family and friends and visit the show that features over 60 clay artists. It is Southern Oregon's largest display of handmade pottery. Activities include pottery-making demonstrations and "kids area," with take-home clay kits for children of all ages. Again, the show is NOVEMBER 18th through the 20th. This year it opens earlier on Friday, at 10 AM, and continues until 7 PM. On Saturday the show again opens at 10 AM and goes until 7 PM. Then on Sunday it opens at 10 AM and closes at 3 PM. For more information, visit www.clayfolk.org



Heron Acorn by Nancy Adams

Long PUBLIC SERVICE ANNOUNCEMENT

For immediate release

Who: Clayfolk

What: Clayfolk Pottery Show and Sale

Where: the Medford Armory, located at 1701 S Pacific Hwy

When: November 18th, 19th, and 20th

Note the new hours:

Friday: 10 AM – 7:00 PM

Saturday: 10:00 AM – 7:00 PM

Sunday: 10:00 AM – 3:00 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 **47th Fall Pottery Show and Sale** at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford exit from I-5

Note the new hours: The show opens and closes a little earlier on **Friday**, November 18th (10 AM to 7 PM), continues **Saturday** the 19th (10 AM to 7 PM), and ends **Sunday** the 20th (10 AM to 3 PM).

This is the region's **largest display and sale of handmade pottery and ceramic sculpture** and will feature over 60 of Oregon's and California's finest clay artists. Decorative and functional art, ornaments, jewelry, tile work, garden art and more are available with prices ranging from several dollars to hundreds of 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—including a kids area with free take-home clay kits!

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.

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.

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

Radio Spots for Specific Dates

10:00 AM to 4:00 PM

PLEASE READ: 11/6 – 11/18 – two week period preceding the Show

Attention art lovers!

Here is an event to put on your calendar:

The **Clayfolk 47th Fall Pottery Show and Sale** opens Friday, November 18th at 10 AM and continues Saturday and Sunday opening at 10 AM at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford exit from I-5

Gather 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 pottery-making demonstrations and a "kids area" for children of all ages.

Again, the show is NOVEMBER 18th through 20th. Note our new hours: On Friday opens earlier—at 10 AM in the morning—and continues until 7 PM. On Saturday the show opens again at 10 AM and goes until 7 PM. Then on Sunday it opens at 10 AM and closes earlier, at 3 PM. **Admission is FREE!** For more information, visit www.clayfolk.org

PLEASE READ Friday, 11/18 – opening day of the Show

All pottery lovers! The **47th Fall Clayfolk Pottery Show and Sale** opens **TODAY** at 10 AM at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford exit from I-5. Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 60 clay artists. Activities include pottery-making demonstrations and a "kids area" for children of all ages.

Again, the show is **NOVEMBER 18th through 20th**. Today the show opens earlier than usual—at 10 AM—and continues until 7 PM. On Saturday the show again opens at 10 AM and goes until 7 PM. Then on Sunday it opens at 10 AM and closes at 3 PM. **Admission is FREE!** For more information, visit www.clayfolk.org

PLEASE READ Saturday, 11/19 and Sunday, 11/20 – last two days of the Show

All pottery lovers! The 45th. Annual Clayfolk Pottery Show and Sale continues this Saturday and Sunday at 10 AM at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford exit from I-5. Grab a friend and plan to have a good time at the region's largest display of handmade pottery and sculpture, featuring over 60 clay artists. Activities include pottery-making demonstrations and "kids area" for children of all ages. **Admission is free!**

Again, the show continues this weekend, opening at 10 AM and going until 7 PM Saturday. Then on Sunday it opens at 10 AM and closes at 3 PM. **Admission is FREE!** For more information, visit www.clayfolk.org

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 clay artists 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 \$2000 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 Canadian potter Cathi Jefferson, who taught hand-building techniques, and Tea Duong, who taught wheel throwing large forms. 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 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 Fall Clayfolk Pottery Show and Sale—always the weekend before Thanksgiving and now in the 47th 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 Fall 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/>



Oak & Acorn by Polly Beach

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 \$2000 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.



Platter by Karen Rychek