

## Media Release Packet

WHAT: Announcing **Clayfolk's 48<sup>th</sup> Fall Show & Sale**

WHEN: **FIRST weekend in November** – 3rd, 4th, & 5th

WHERE: Medford Armory 1701 S Pacific Hwy Medford, Oregon 97501

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Don't miss Clayfolk's fall show: it is arriving 2 weeks earlier, the first weekend in November. This holiday event features an incredible range of ceramic art, 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 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, Clayfolk Show continues 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. Membership is open to anyone with an interest in clay.

Thank you for partnering with us to spread the word about the 48<sup>th</sup> 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 co-chair: Michael McKinney: [gratefuldadpottery@gmail.com](mailto:gratefuldadpottery@gmail.com)
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  - Social media:
    - Julie Furrer [julie.a.furrer@gmail.com](mailto:julie.a.furrer@gmail.com)
    - Sandy Brown [potteronthemountaintop@yahoo.com](mailto:potteronthemountaintop@yahoo.com)
- **Online Press Kit and Promo Photos:** [www.clayfolk.org/press-kit/](http://www.clayfolk.org/press-kit/)
- **Social Media links:**
  - Facebook: <https://www.facebook.com/profile.php?id=100086640103044>
  - Instagram: [https://www.instagram.com/Clayfolk?fbclid=IwAR3gpVepB29cNtG2q608FEkGeMK-lfMWPI33gs\\_hTUCglcCqROv-cJaYjmk](https://www.instagram.com/Clayfolk?fbclid=IwAR3gpVepB29cNtG2q608FEkGeMK-lfMWPI33gs_hTUCglcCqROv-cJaYjmk)



## Short PUBLIC SERVICE ANNOUNCEMENT

For Immediate Release:

Length: 20-30 seconds

Kill Date: November 6, 2023

### CLAYFOLK POTTERY SHOW AND SALE

Clayfolk presents its **48<sup>th</sup> Fall Pottery Show and Sale** at the Medford Armory  
1701 S Pacific Hwy

**New dates: November 3, 4, & 5 (two weeks earlier this year!)**

This is the region's largest display of pottery and ceramic sculpture, featuring 70 Oregon & California clay artists. There will be clay demonstrations and for children of all ages, "hands-on" experiences in clay.

**Free admission.** For more information go to [www.clayfolk.org](http://www.clayfolk.org)

Friday November 3 – 10:00 AM to 7:00 PM

Saturday November 4 – 10:00 AM to 7:00 PM

Sunday November 5 – 10:00 AM to 3:00 PM



## Long PUBLIC SERVICE ANNOUNCEMENT

For immediate release

**What:** Clayfolk Pottery Show and Sale

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

**When:** November 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup>

**Hours:** Friday & Saturday 10 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](http://www.clayfolk.org)

**Admission: FREE!**

### CLAYFOLK POTTERY SHOW AND SALE

Members of **Clayfolk** present their **48<sup>th</sup> Fall Pottery Show and Sale** at the **Medford Armory** located at 1701 S Pacific Hwy, near the South Medford exit from I-5

**This year's show is arriving 2 weeks earlier**, the first weekend in November, the 3<sup>rd</sup> through the 5<sup>th</sup>. The doors open at **10 AM** on **Friday** and **Saturday** and close at **7 PM**. On **Sunday** the hours are **10 AM to 3 PM**.

This is the region's **largest display and sale of handmade pottery and ceramic sculpture** and will feature 70 of Oregon's and California's finest clay artists. Decorative and functional art, sculpture, ornaments, jewelry, tile work, garden art and more are available with prices ranging from a few dollars to hundreds of dollars. This all-ceramic show will feature an amazing variety of creative work from decorative to functional. There will be something for everyone at this show—including a children's area to play in clay.

This is the place to shop for gifts, add a teapot to your collection, or locate the perfect sized bowl, mug, 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!





## PSA for Radio

[See alternative daily radio spots below]

### PLEASE READ: 10/23- 11/5

Here is an event to put on your calendar: **Clayfolk's Fall Pottery Show and Sale** will open Friday, November 3, 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 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 3<sup>rd</sup> through the 5<sup>th</sup>. This year it opens on Friday and Saturday at 10 AM and continues until 7 PM. On Sunday hours are 10 AM to 3 PM. For more information, visit [www.clayfolk.org](http://www.clayfolk.org)

## Radio Spots for Specific Dates

**PLEASE READ: 10/20 to 11/3**— two-week period preceding the Show

**Attention art lovers!** Here is an event to put on your calendar:

**Clayfolk's Fall Pottery Show and Sale** is the **First Weekend** in November this year - November 3<sup>rd</sup>, 4<sup>th</sup>, and 5<sup>th</sup> at the Medford Armory located at 1701 S Pacific Hwy, near the South Medford exit from I-5.

Hours Friday and Saturday are 10 to 7 pm, Sunday 10 to 3 pm.

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.

Again, the show is early this year NOVEMBER 3<sup>rd</sup> through 5<sup>th</sup>. On Friday and Saturday hours are 10 to 7 PM, Sunday hours are 10 to 3. **Admission is FREE!** For more information, visit [www.clayfolk.org](http://www.clayfolk.org)

**PLEASE READ Friday, 11/3** — opening day of the Show

All pottery lovers! The **48<sup>th</sup> 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 70 clay artists. Activities include a "hands-on experience in clay" for children of all ages.

Again, the show is **NOVEMBER 3<sup>rd</sup> through 5<sup>th</sup>**. Today the show opens at 10 AM—and continues until 7 PM. Saturday hours are 10 AM to 7 PM and Sunday is 10 AM to 3 PM.

**Admission is FREE!** For more information, visit [www.clayfolk.org](http://www.clayfolk.org)

**PLEASE READ Saturday, 11/4 and Sunday, 11/5 – last two days of the Show**

All pottery lovers! The 48<sup>th</sup> Fall 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 70 clay artists. Activities include pottery-making demonstrations and "hands-on experiences in clay" 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](http://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 sponsors workshops for members and the public. The most recent workshop featured ceramic artist Jim Koudelka from Portland and took place at Bloom Pottery in Ashland. Over the years we have enjoyed many workshops from regional, national, and international ceramic artists from England, Australia, and Taiwan.

In furthering our 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 now in the 48<sup>th</sup> 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 our activities.

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