

## **Art Fair short Blurb:**

The Kings Mountain Art Fair is known for its peaceful and stunning redwood forest setting, the high quality of the art, and the friendly atmosphere created by the 100% volunteer staff of local residents. All art is original and made by the artists who personally exhibit at the show.

The event features over 135 juried artists in a variety of mediums, scattered through the redwood forest. There's a dedicated children's area with crafts, games, and face painting. Proceeds from art sales benefit the Kings Mountain Volunteer Fire Brigade and the Kings Mountain Elementary School.

Tip: Get there early and enjoy the 8 am - 10:30 am breakfast with the artists! To learn more, visit [www.kingsmountainartfair.org](http://www.kingsmountainartfair.org).

## **Sample Media Email 2019**

Dear Editor,

Labor Day is just around the corner, which means that Kings Mountain is preparing for one of the finest juried art fairs on the West Coast.

This is a unique fine arts fair that is 100% run by volunteers. All art is original and made by the artists who personally exhibit at the show.

I hope you'll choose to feature this unique Bay Area experience - beautiful art in the redwoods that supports our volunteer firefighters in a time that they are needed desperately. In September of 2017, they worked with Cal Fire to stop the 60 acre local Skeggs Fire from becoming a catastrophe. They respond to over 250 calls in a year.

More details are below. Thank you for your time.

Best,  
Erin Bixler Baumgartner  
KMAF Publicity Volunteer  
[kingsmtnartfairpr@gmail.com](mailto:kingsmtnartfairpr@gmail.com)  
540-230-0686

### **Details:**

#### **WHAT:**

56th Annual Kings Mountain Art Fair

One of the top fine art fairs in Northern California featuring over 135 juried artists in a redwood forest with an old-fashioned children's craft and game area.

#### **WHEN:**

Labor Day Weekend

Aug. 31, Sept. 1, and 2 (Saturday, Sunday, and Monday)  
10 am – 5 pm  
Breakfast available from 8:00 am

**WHERE:**

Kings Mountain Firehouse and Community Center  
13889 Skyline Blvd.  
Woodside, CA 94062

**Additional details:**

Free admission

Park along Skyline Blvd. and take a free trolley from marked stops to the main entrance (3 stops, one located about 1 mile north and one located 1 mile south of the fair and one at Kings Mountain and Skyline).

[www.kingsmountainartfair.org](http://www.kingsmountainartfair.org)

KM Art Fair: 650-851-2710

**Press release:**

For 56 years, every Labor Day weekend, a magical transformation occurs in the redwood forest just 30 miles south of San Francisco. Artist booths pop up around the Kings Mountain Fire Station and local beer and wine begin to flow. The forest becomes an outdoor gallery displaying some of the finest handmade arts and crafts on the West Coast. All art is original and made by the artists who personally exhibit at the show.

The Fair is 100% run by volunteers. More than 400 community members of all ages create the transformation. Local volunteers work and look forward to this weekend all year long, which is why the person handing you a map as you enter the fair is beaming, and why the folks at the grill are laughing and dancing as they serve up thousands of burgers. Fairgoers tell us the fun and enthusiasm are contagious.

Local residents started the Art Fair in 1963 as a fundraiser to help create a volunteer fire company for the remote Kings Mountain community. The first fair, held in a red barn, featured mostly local artists and raised \$50.

The fair has continued to grow until now it is a juried show with over 135 artists. It has a reputation among artists and fairgoers alike as one of the best art shows on the West Coast, offering fine art that is original and created by independent artists.

Families will find lots of old-fashioned, fun activities, including face painting, and various crafts and games in Kiddie Hollow, open from 10 am to 4 pm.

The grill serves a pancake breakfast, including blueberry compote, eggs and sausage, as well as a delicious lunch that includes burgers, corn on the cob, chili, mountain nachos, and more.

Our volunteers at the cook shack seek out the highest quality ingredients every year, like 100% natural beef. And the Kings Mountain Elementary School has dessert covered with Grandma Jenny's famous giant cookies, baked by Kings Mountain volunteers.

Proceeds from the Art Fair go directly back to the community, supporting the all-volunteer Kings Mountain Volunteer Fire Brigade, which responds to more than 250 emergencies a year. In September of 2017, they worked with Cal Fire to stop the 60 acre local Skeggs Fire from becoming a catastrophe. Proceeds also support the Kings Mountain Elementary School, a 3-room school for grades K-5 with approximately 60 children.

Visitors can park along Skyline Boulevard and catch the complimentary trolley to the fair, which stops at designated locations about one mile north and south of the main fair entrance and at Kings Mountain Road and Skyline Boulevard.

Because much of the art is fragile, pets are not permitted on the fairgrounds. People hike, bike, and drive to the Fair. Bicycle racks are available and many hiking trails lead to the Fair. And since the location is in the coastal redwood forest, we recommend dressing in layers, as temperatures can vary dramatically through the day.