

FOR IMMEDIATE RELEASE

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KINGS MOUNTAIN ART FAIR TO CELEBRATE 60 YEARS THIS LABOR DAY WEEKEND

Original fine art in the redwood forest at a 100% volunteer-run art fair

[WOODSIDE, CA, July 17, 2023] This year, the Kings Mountain Art Fair will celebrate its 60th year under the canopy of the coastal redwood forest in the Santa Cruz Mountains. The fair is a juried show with over 120 independent artists plus 16 artists local to Kings Mountain, featuring original art made and exhibited by the artists themselves. The KMAF has a longtime reputation among artists and fairgoers as one of the finest art shows on the West Coast, and is undeniably one of the most unique given its dramatic natural setting.

“We hope patrons who come to our 60th fair this year experience the same joy that past fairgoers have shared with our community over the last six decades,” said Kings Mountain Art Fair Executive Director Bev Abbott. “The fair is a cherished tradition we look forward to all year long.”

The Kings Mountain Art Fair is 100% run by volunteers, aged 5 to 85. The more than 400 volunteers who plan and host the fair are current and former community residents who come together to transform their quiet mountain community into an outdoor art gallery each Labor Day weekend. The fair is also a chance for friends and neighbors to work alongside each other and catch up, which is why the person handing you a map at the entrance is beaming, and the folks at the cook shack are laughing and dancing as they work the grill. Fairgoers tell the community that the fun and enthusiasm are contagious.

60 years ago in 1963, local residents started the Kings Mountain Art Fair as a fundraiser to help create a volunteer fire department after a devastating house fire. The first fair, held in a red barn on Skyline, featured mostly local artists and raised \$50.

Since that first fair, proceeds from the Kings Mountain Art Fair have continued to go directly back to the community. Proceeds support the all-volunteer Kings Mountain Fire Department, which responded to nearly a year’s worth of calls in the first six months of 2023 due to this year’s severe winter storms. In August 2020, they worked with Cal Fire to battle the CZU Lightning Complex fire, for which their efforts received a special commendation from the San Mateo County Board of Supervisors. Proceeds also support the Kings Mountain Elementary School, a 3-room school for grades K-5 with approximately 60 children.

Over the years, the Kings Mountain Art Fair has worked to reduce its environmental impact and is now focused on a goal of “Zero Waste,” with efforts to send as little refuse to a landfill as possible. Zero Waste is a fair-wide effort, from the artists who incorporate upcycled materials into their art to the recyclable and compostable items used to serve food and beverages in the cook shack.

Families will find lots of old-fashioned fun activities including 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.

Volunteers at the cook shack seek out the highest quality ingredients every year. Kings Mountain Elementary School has dessert covered with Grandma Jenny's famous giant cookies.

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. Shuttle service is provided for those who choose to drive and park along Skyline Blvd. Since the location is approximately 2050 ft above sea level and in the coastal redwood forest, temperatures can vary dramatically through the day and dressing in layers is recommended. Artist's work can be previewed and shopped online before, during and after the fair at kingsmountainartfair.org.

WHAT:

60th Annual Kings Mountain Art Fair

One of the top fine art fairs in Northern California featuring over 120 juried artists and 16 local mountain artists in a redwood forest with an old-fashioned children's craft and game area.

WHEN:

Labor Day Weekend

Sept. 2, 3, and 4 (Saturday, Sunday, and Monday)

10 am – 5 pm PDT

Breakfast, 8:00 am – 10:30 am

WHERE:

Kings Mountain Firehouse and Community Center

13889 Skyline Blvd.

Woodside, CA 94062

Additional details:

Free admission

kingsmountainartfair.org

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