

### **Art Fair short Blurb:**

The Kings Mountain Art Fair is rated among the top three “Fine Arts Fairs” in California based upon artists’ responses to the Art Fair SourceBook. This fair is known for its dramatic redwood forest setting, the high quality of art, and the friendly, family-oriented vibe created by the all-volunteer staff of local residents serving flavorful food and drink.

With 135+ juried artists from all over the United States and Canada, the event features a variety of artistic media. There's a dedicated children's area with crafts, games, and face painting. Proceeds from art sales benefit Kings Mountain Volunteer Fire Department and Kings Mountain Elementary School.

**Arrive early and enjoy breakfast with the artists from 8:00 - 10:30 am! Learn more at [www.kingsmountainartfair.org](http://www.kingsmountainartfair.org)**

### **Sample Media Email 2018**

Dear Editor,

With Labor Day Weekend just around the corner, 400 resident volunteers of Kings Mountain are looking forward to putting on one of the finest art fairs on the West Coast. The Kings Mountain Art Fair ranks among the top three “Fine Arts Fairs in California” by Art Fair SourceBook.

We are transforming our fair into a zero waste event. Last year, out of 3.21 tons of collected trash, we successfully composted 1.19 tons and recycled 1.46 tons, leaving only a half ton of trash leftover from the three-day event.

I hope you'll choose to feature our Art Fair, as it's truly a unique Bay Area experience - beautiful art nestled in the redwoods, supporting our volunteer firefighters in a time that they are needed desperately.

Additional details are provided below. If you have any questions or need additional information, please do not hesitate to contact me.

Best,

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(408) 505-7234

### **Kings Mountain Art Fair Details:**

**WHAT:**

## 55th Annual Kings Mountain Art Fair

Voted among the top three fine arts fairs in California by Art Fair SourceBook, featuring over 135 juried artists from across the US and Canada. Extraordinary artwork nestled in a redwood forest with an old-fashioned children's craft and game area.

### **WHEN:**

Labor Day Weekend

September 1, 2, and 3 (Saturday, Sunday, and Monday)

10 am – 5 pm

Breakfast: 8:00 am to 10:30 am

Lunch: 11:30 am to 4:30 pm

### **WHERE:**

Kings Mountain Fire Station 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 (There are 3 stops, one located about 1 mile north and two located just south of the fair)

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

(650) 851-2710

### **HISTORY AND SUMMARY OF KINGS MOUNTAIN ART FAIR:**

For 55 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 like mushrooms overnight, 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.

More than 400 community members of all ages welcome you to their neighborhood. These local volunteers look forward to this weekend all year long, which is why the person handing you a map as you enter the fair is beaming so brightly, and why the folks at the grill are laughing and dancing as they serve up thousands of meals. Fairgoers tell us the enthusiasm is infectious.

Other art fair directors have approached us over the years asking how they can recreate this magic. But it's more alchemy than a recipe – you can't build this sense of community and tradition overnight.

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 continually grown with its reputation among artists and fairgoers alike as one of the best art shows on the West Coast and ranked among the top three fine art fairs in California by the Art Fair SourceBook.

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

The grill serves a pancake breakfast, including eggs and sausage, as well as satisfying “fair food” for lunch, including burgers, corn on the cob, chili, 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.

Proceeds from the Art Fair go back to the community, still supporting the Kings Mountain Volunteer Fire Department, which responds to more than 300 emergencies a year (including last year’s Skeggs fire), and the Kings Mountain Elementary School, a 3-room school for grades K-5.

We are transforming our fair into a zero waste event. Last year, out of 3.21 tons of collected trash, we successfully composted 1.19 tons and recycled 1.46 tons, leaving only a half ton of trash leftover from the three-day event.

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.

Because much of the art is fragile, pets are not permitted on the fairgrounds. Bicycle racks are available. And since the location is the coastal redwood forest, we recommend dressing in layers, as temperatures can vary dramatically throughout the day.