



FOR IMMEDIATE RELEASE:

Dec. 6th-8th: Davis Art Center Holiday Sale brings local artisan wares, festive kids' activities and holiday cheer to the Davis community!

Davis, CA – November 20, 2013: The highly anticipated 23rd Annual Davis Art Center Holiday Sale will take place December 6th through December 8th at the Art Center, 1919 F Street in Davis, California. This annual event is Davis Art Center's largest fundraiser with fifteen percent of all sales directly supporting the non-profit organization and its ongoing community programs. The sale also boosts the local economy by giving business to artists and vendors who live in Davis and the surrounding area.

The Art Center's five art and dance studios, the Tsao Gallery, conference room and Atrium are transformed into a festive, creative marketplace for the weekend. The juried arts and crafts sale will feature over 70 artisans, who will present and sell their one-of-a-kind pieces from their own booths, giving patrons the unique opportunity to meet the artists and crafters first-hand. Ceramics, sculpture, glass, jewelry, textiles, clothing, photography, paintings, mixed media visual art, housewares, cooking oils, candles and soaps will be sold, offering a tremendous variety in gifts. With items ranging from \$2 to \$200, every budget will be met.

The Holiday Sale is always a family-friendly event. Keeping true to Davis Art Center's mission to foster creativity for young and old, there are opportunities for people of all ages to do hands-on art activities in the Paint-It-Yourself Ceramics Studio and the Kids Craft Room. This year, Davis Art Center is premiering the next generation of artisans with the "Budding Artists" room, which is comprised of artisan vendors aged 12-24. Shoppers won't want to miss this room, which will be the first vendor sales area when they enter the Center -- it's a wonderful way to support and nurture young artists and their entrepreneurial efforts.

A perennial favorite, the Children's Secret Store offers children, ages 3-12, opportunity to shop for their family, friends, teachers and pets. Kids get to choose gifts for their loved ones with the help of their own personal shopper. Many items in the store are eco-friendly and made by local artists. All gifts are priced between \$1- \$6 and wrapped in the store, so when children are returned to their parents or caregiver, their gifts are ready to be given.

One Davis mother, Erin, who has brought her children to the Children's Secret Store for several years now, said the sale is a great way for kids to learn about smart shopping and making good choices in spending their money. "It allows the children to make their own gift choices without their parents," she said. "But I think the most special thing for me has been how excited my kids were when I opened the gifts they'd chosen for me- the pleasure on their faces was priceless."

The 2013 Gerald R. Wooliever Artist Silent Auction will once again take place during the Holiday Sale. The auction funds the Gerald R. Wooliever High School Scholarship program founded by Gerald “Jerry” Wooliever in 1995, which was named in his honor upon his death in 1999. It’s another wonderful way for patrons to purchase professional art while giving back to the community. The silent auction art will be displayed on the corridor walls in the entry to the Art Center. The auction will begin when the Holiday Sale opens and resume through Sunday, December 8, at 3:30 p.m.

Patrons will not have to leave the Art Center when they need their morning coffee, lunch or a late afternoon snack or dinner. Home-made soups and cold beverages by Stone Soup Catering, hot coffee and drinks by Common Grounds Coffee, and scrumptious Gold Miner’s Kettle Corn will all be available onsite for enjoying in the Holiday Sale Cafe to keep shoppers fueled throughout their day.

Although limited, parking is free and is available in the Community Park next to the Art Center, on F Street and at the Veterans Memorial Center, which allows for a nice stroll through the park. As a courtesy to shoppers, Davis Art Center has contracted Davis Pedicab to transport shoppers to and from their cars. Davis Pedicab will make rounds through parking areas to pick up passengers and take them to the sale. They will also be stationed at the Art Center to take patrons and their packages back to their cars when they are done shopping.

Davis Art Center volunteers are essential to the annual Holiday Sale. Over 100 volunteers generously donate their time year after year. Throughout the sale, friendly volunteers help children and adults with their arts and crafts activities in the Paint-It-Yourself Ceramics Studio and Kids Craft Room. In the Children’s Secret Store, volunteers act as personal shoppers and wrappers and help with the secure check-in and check-out process for children. 100% of the proceeds raised in these activities staffed by volunteers directly support Davis Art Center.

Davis Art Center, located at 1919 F Street, is a gathering place for dynamic engagement with the arts. Through multidisciplinary classes and programs for the regional community, the Art Center inspires creative expression in people of all ages and fosters an environment for the arts to flourish.

Media photo opportunities are available during Holiday Sale set-up on Pricing Day, Nov. 23 from 10am-12pm, on Decoration Day, December 4 (all day), and during an invitation-only Sneak Peek event on Thursday, December 5, from 7:30-10pm and throughout the event. The Holiday Sale hours are 12-7pm on Friday, 10am-6pm on Saturday and 10am-5pm on Sunday.



Photo Caption:

22nd Annual Davis Art Center Holiday Sale, Artisan Vendors (photo by Sangho Byun)



Photo Caption:

22nd Annual Davis Art Center Holiday Sale, Artisan Vendor Norma Rice (photo by Sangho Byun)



Photo Caption:

22nd Annual Davis Art Center Holiday Sale, L: Sangho Byun, R: Jeff Nebeker (photo by Shelly Gilbride)

High resolution (300 dpi) jpeg images attached.

Contact: Allison Sertic, Marketing & Communications Manager
Davis Art Center, 1919 F Street, Davis, CA 95616
(530) 756-4100 allison@davisartcenter.org

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