



## 2017 Tennessee Craft Week Get involved!

For the third year, Tennessee Craft is leading a statewide effort to spotlight and celebrate craft and craft artists across the state during Tennessee Craft Week (Oct. 6-15, 2017). By focusing attention on many craft events in a short time span, all our supporters, the media and the public will better realize the collective impact of craft on our culture, communities and the economy. Our message will remind people that Tennessee craft continues to contribute to Tennessee's handmade traditions.

### How to Get Involved

1. Plan something during Tennessee Craft Week (TCW), Oct. 6-15, 2017 – like an activity with a participatory or interactive element, a demo, lecture, panel or just an exhibit.
2. Identify and sign up an existing event like a crafts fair or festival that showcases Tennessee artists.
3. Reach out to artists, art organizations, galleries, museums, libraries and schools in your community to **join in** to showcase craft during TCW. Ask for their support.
4. **Tell us what you are doing so we can include in our promotions, by July 15, 2017.** We will help publicize the event statewide. If you don't make this deadline, there will be opportunities to submit event information all the way up to October, but the earlier you submit, the broader we can distribute information about your event.
5. **Register your event at [www.tennessee-craft.org/tennessee-craft-week](http://www.tennessee-craft.org/tennessee-craft-week)**
6. Document your activities (take photos, record estimates of sales generated, attendance at events and number of participating artists). Your data, added to others', will attract the attention of partners who can help us expand our promotion of YOU!
7. Give us your media outlet contacts and we will send press releases for you.
8. Plan an end of week celebration! It can be as simple as your team or all local contacts meeting at a local hangout to raise a glass together and list lessons learned for next year.

### Why Get Involved?

1. There is strength in numbers – more participants draws increased attention.
2. American Craft Week (ACW) is concurrent with Tennessee Craft Week (TCW). ACW is a national marketing effort for making the fine craft community **noticeably more visible during this time.**
3. Tennessee Craft Chapters' activities are promoted together, with help from promotion partners.
4. All craft artists have an opportunity to participate and be promoted as part of the state-wide group

For more information, assistance or help brainstorming ideas contact project manager Mary Grissim  
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