

## 2018 Tennessee Craft Week: Get Involved!

### Introduction:

As the state's largest, most visible and most respected craft artist organization, Tennessee Craft is excited to celebrate fine craft and craft artists across the state during **Tennessee Craft Week (Oct. 5-14, 2018)**. By spotlighting multiple events in a short time span, our supporters, the media and the public will have a richer understanding of the collective impact of craft on our culture, communities and economy. Tennessee Craft events contribute to our state's handmade traditions, and foster connections between artists and the public.

### HOW to Get Involved

1. **PLAN** – Plan an activity in your community (a demo, lecture, exhibit, etc.) or an end-of-week celebration!
2. **PARTICIPATE** – Sign up to participate in an existing event that showcases Tennessee artists.
3. **REACH OUT** – Register your event at [www.tennesseecraft.org/tennessee-craft-week](http://www.tennesseecraft.org/tennessee-craft-week) by JULY 15 and send us your media contacts: we'll help you with promotions and sending out press releases
4. **DOCUMENT and SHARE** – Take photos, record estimates or sales generated, attendance at events, etc. so that we can expand our promotion of YOU!

### WHY Get Involved?

1. **VISIBILITY** – More participants means more attention, and TCW runs concurrently with American Craft Week (ACW). ACW is a national marketing effort for making the fine craft community **noticeably more visible during this time**.
2. **TOGETHER** – Tennessee Craft chapters' activities are promoted together, and all craft artists have the opportunity to participate in this statewide event.

For more information, assistance or help brainstorming ideas, contact project manager Mary Grissim, Grissim Group, [Mary@grissimgroup.org](mailto:Mary@grissimgroup.org), 615-584-5210.

