

No Coast Craft-o-Rama Returns to Midtown Global Market Friday, December 5 and Saturday, December 6

[Minneapolis—October 15, 2008] – Deemed the “Twin Cities’ Best Craft Sale” by *City Pages*, *No Coast Craft-o-Rama* has become a favorite holiday shopping destination for thousands—creating buzz and excitement for months in advance. Now in its fourth year, this season’s sale will feature more handcrafted gifts than ever; over 100 vendors will sell their homemade and self-designed wares December 5 and 6 at the Midtown Global Market at Lake St. and Chicago Avenue in Minneapolis.

This isn’t your standard-issue craft show; while *No Coast Craft-o-Rama* vendors have always offered the freshest, funkiest crafts around, this year the sale has even more must-see tricks up its sleeve.

For the first time ever, teams of contestants will compete against each other *Project Runway*-style in a juried “Upcycle Craft-a-thon” to create something functional and beautiful in under an hour primarily using recycled materials. The winning team will receive prizes from local and national sponsors including Janome, Craft:zine, Sublime Stitching, Crafty Planet, Truly, and more.

Another new feature is what the organizers call their “Greenifesto.” The strong emphasis on becoming a sustainable event was driven by the passion of both event planners and shoppers. “We feel that going Green goes hand-in-hand with the mission of many of our hand crafters and the whole notion of handcraftedness,” says organizer Heather Hint. Shoppers will have many more choices to buy products made with re-purposed materials and organic materials. The organizers will also be encouraging alternative transportation for the 8,000+ vendors and attendees at this year’s event.

Shoppers can rely on many “fan favorite” crafters at this event, as well as some new, fresh faces. “We have quite a few new vendors this year—people who haven’t been represented in any other sales in the Midwest yet,” says Trish Hoskins, who helps to organize the event and whose business, Crafty Planet, sponsors the event.

Bar none, this is a great way to spend the day holiday shopping while supporting local, sustainable businesses. As an added bonus, many vendors offer a variety of gift options under \$20; in this economy, who doesn’t love that? This year, take a break from the mega-mall and big box stores and stop by. Just remember to bring cash, as some vendors don’t take plastic.

Event Details:

WHAT: The Twin Cities’ Best Craft Sale featuring hundreds of independent artists, crafters and designers

WHERE: Midtown Global Market, Lake St. and Chicago Ave., Minneapolis, MN

WHEN: Friday, December 5 from 3 p.m. to 8 p.m. and Saturday, December 6 from 9 a.m. to 5 p.m.

HOW MUCH: It’s FREE!

Media Info:

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