

## FOR IMMEDIATE RELEASE

November, 20, 2008. Albany, NY - **Give Handmade! Tight Holiday Budgets Spurs Creative Gift Giving**

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This holiday season brings hard economic choices for many families, but also new opportunities to make gift giving more meaningful and satisfying. In that spirit, a local arts organization is teaming with the growing movement of next-generation D.I.Y. (do-it-yourself) crafters to provide local shoppers alternatives that are meaningful and affordable, while supporting the local economy.

**GiveHANDMADE!** is both a concept and a three-weekend crafts extravaganza in Troy and Albany sponsored by Grand Street Community Arts (GSCA) in partnership with local artisans group Tight Knit, the Troy Indoor Farmers Market, the Troy Victorian Stroll and Winter WonderLARK and the Lark Street Business Improvement District. **The giveHANDMADE! pledge** ([www.grandarts.org/pledge](http://www.grandarts.org/pledge)) is an initiative of GSCA and is inspired by a similar online petition started last year that has attracted over 30,000 signatures to date. **The giveHANDMADE! pledge**, limited to upstate NY and the Hudson Valley, started just before the week of thanksgiving.

During the first two weekends of December, **The GiveHANDMADE! Cap City CRAFTSTRAVAGANZA** takes place in both Troy and Albany and is a featured part of the **Troy Indoor Farmers' Market**, the 26th Annual **Troy Victorian Stroll**, and the second annual **Winter WonderLark** in Albany. The event will feature nearly 50 independent area artists, with other vendors traveling from Western NY, the mid-hudson valley, Western Mass, Montreal and Vermont. The CRAFTSTRAVAGANZA will feature workshops and demonstrations of D.I.Y. (do-it-yourself) gift-making techniques to encourage low-cost and creative holiday gift giving.

**The Cap City CRAFTSTRAVAGANZA** feature one-of-a kind works that highlight emerging styles: steampunk jewelry & geek craft, creatively reused and re purposed items, modern takes on traditional knitting, and one-of-a-kind styles that defy easy categorization such as, plush doll entomology. (See web links below for featured vendors)

### **Key Dates - The GiveHANDMADE! CRAFTSTRAVAGANZA**

Saturday, December 6th, 2008 10-4pm Uncle Sam Atrium, 297 River St. Troy, NY  
Sunday, December 7th, 2008 11-5pm, The Victorian Stroll, Troy YWCA, 21 First Street, Troy, NY  
Saturday, December 13th (Winter WonderLark), 12-5pm, Trinity Church, 235 Lark St. Albany, NY  
Sunday, December 14th, 12-4pm, Trinity Church, 235 Lark St. Albany, NY

**Grand Street Community Arts** is a community-based not-for-profit dedicated to bringing the arts and opportunities for artistic expression to the South End of Albany and beyond. Our performance space is the former St. Anthony's Church on Grand Street at Madison Avenue in Albany, but many of our activities occur outside our building, which is still under renovation. Over the past five years GSCA has created programs for young people such as Youth Organics, Youth Film Experience, Grand Street Arts Club and others, and has hosted memorable arts events including Vestuary Operatics, BoardedUP! and recording artist Kimya Dawson. GiveHANDMADE is an extension of our mission to connect local communities with many diverse artists and to encourage artistic expression.

### **On The Web:**

Project: [www.grandarts.org/handmade](http://www.grandarts.org/handmade) GSCA main site: [www.grandarts.org](http://www.grandarts.org)