



*For Immediate Release*

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## **Announcing the First Pleasanton Spring Harvest Festival Original Art and Craft Show® in 2009**

(San Francisco, Calif., January 2009)---The success of the Harvest Festival Original Art and Craft Show® took a dramatic leap forward this past fall in Pleasanton. Record attendance occurred due to artists' ability to provide high-quality yet affordable arts and crafts, and gourmet food. In addition, the live entertainment provided an enjoyable day for the entire family. With the need for cost conscience consuming, along with the desire to brighten up your home this spring, the Harvest Festival Original Art and Craft Show's® artisans will be returning to Pleasanton, April 17-19, 2009 at the Alameda County Fairgrounds, where they will bring hundreds of new products that will liven up your home, garden, kitchen, and office.

For over 35 years, the Harvest Festival's unique shopping and entertainment atmosphere has continued to enamor customers of all ages and walks of life. Shoppers are treated to a one-of-a-kind opportunity to browse and select from thousands of unique, handmade items, including jewelry, photographs, sculptures, pottery, accessories, clothing, specialty foods and more. Each exhibitor is subject to a rigid jury process to be selected as a featured artisan at the Harvest Festival. Attendees will have the chance to speak with hundreds renowned artists who create each individual item and partake in this shopping extravaganza.

In addition to handmade arts and crafts, there will also be exciting live music and strolling performers to entertain patrons as they shop. Whether it is high energy dance numbers, a strolling Elvis on stilts, retro rock and roll covers or seasonal songs, guests can always count on amazing entertainment at the Harvest Festival.

The Harvest Festival Original Art & Craft Show, owned and operated by Western Exhibitors, will roll out this brand new Spring show and plans to grow it over time.

- Who:** Hundreds of artisans, chefs and entertainers  
**What:** The Pleasanton Spring Harvest Festival Original Art and Craft Show®  
**When:** April 17-19, 2009  
**Hours:** Friday: 10 am – 6pm, Saturday: 10 am – 6pm, Sunday: 10 am – 5pm  
**Tickets:** Adults and Seniors: \$7, Group Tickets (10 or more): \$5, Youth (13-17): \$4, Kids 12 and Under: Free  
**Where:** Alameda County Fairgrounds  
**Why:** To fulfill the increasing demand for affordable springtime arts and crafts festival  
**Info:** For additional information, please call 415-447-3205 or visit [www.harvestfestival.com](http://www.harvestfestival.com)  
**Press:** Contact the Larose Group at 650-548-6700 or email [lstigge@prmagic.com](mailto:lstigge@prmagic.com)