

Girls Incorporated®
Of Santa Fe

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For Immediate Release
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Girls Inc. of Santa Fe's 40th Annual Arts and Craft Show **Catering to Foodies**

Inspiring all girls
to be strong,
smart, and bold.

Santa Fe, N.M.— 25,000 people will descend on the Santa Fe Plaza for the 40th annual Girls Inc. Arts and Crafts Show Food Court, Saturday, August 4 and Sunday August 5. Visitors will find a wide range of work by professional fine artists and crafts people. 60% of the artists in the show are from New Mexico and nearly half are from Santa Fe.

This event is the largest single fundraising event for Girls Inc. of Santa Fe and a successful event enables the organization to continue to provide programming which builds self-esteem, fosters creativity and promotes critical thinking skills for girls. No other youth agency in Santa Fe offers such comprehensive programming designed specifically for girls.



“Our goal is to promote this unique event to the local community, increasing the number of New Mexicans that attend the show,” says Melissa Glick, Development & Events Coordinator. “Because this show features the hand-made work of artists from Santa Fe, across New Mexico, and from around the country, you’re sure to find something you’ll love. Plus, our artists have something at every price point – from \$5 to \$5,000. While this Show focuses on arts and crafts and the artists that create it, there also is a wide variety of other activities for guests to enjoy, such as the Kids’ Creation Station, Socially Aware Santa Fe, and the new Food Court.”

“The Girls Inc. Arts and Crafts Show is the largest annual individual fund raiser for Girls Inc. of Santa Fe. We hope everyone will come out to support our artists and the girls of Santa Fe.”

Santa Fe has a vibrant community of “foodies” and superb culinary establishments. The food truck invasion is taking over America’s street corners. Girls Inc. is embracing this movement and is partnering with the High Desert Food Group to improve the food court. The food court will now feature eight high-quality food trucks bringing a fresh flavor to this 40th anniversary show. This year, visitors to the Girls Inc. Arts and Craft show will enjoy eight New Mexico mobile food vendors with a wide range of offerings including BBQ, wood fired pizza; Hawaiian shaved ice, New Mexican fare, burgers and more. There will also be several snack booths located in front of the Plaza bandstand with roasted nuts, local ice cream, aqua frescas, candy apples and kettlecorn.

In Girls Inc.’s efforts to go “green” at the Arts and Crafts Show, Good Water Company has become a sponsor and will provide free chilled water at a kiosk on the corner of Lincoln and Palace. The goal is to reduce plastic bottle waste by visitors bringing their own refillable bottle. In addition, Girls Inc. will sell Girls Inc. of Santa Fe BPA-free water bottles for \$7.

GIRLS INC STATS

- In 2011, we worked with 317 unique girls
- 119,123 service impact hours (average of 377 hours per girl)
- 46% were Hispanic/Latina, 24% Caucasian, 15% multi-heritage, 13% Native American, 2% Asian American or African American
- 80% from low income homes
- 45% from a single parent household
- 96% of our families receive some level of tuition assistance
- Long-running Arts & Culture event: 2012 marks 40 **years** at the Santa Fe Plaza
- Award-winning and nationally recognized event (Sunshine Magazine and Art Fair Source Book)
- Third largest Plaza event: Santa Fe Police estimate 25,000–30,000 people visit the show
- Benefits the lives of local youth & families: 18% of Girls Inc. revenue is from this show
- Benefits local artists and our creative community: 60% of our artists are from New Mexico; of these, nearly half are from Santa Fe
- Benefits Local Economy
- Entry into the show is decided by a **jury of community members** who are artists, arts dealers, art buyers, etc.
- 88 National At-Risk Youth experts named Girls Inc. one of 9 outstanding non-profits * (2011)
- From Philanthropedia <http://www.myphilanthropedia.org/top-nonprofits/national/at-risk-youth>

Who and What: 40th Annual Girls Inc. Arts and Crafts Show Food Court

When: Saturday, August 4, 9 a.m. – 6 p.m.

Sunday, August 5, 9 a.m. – 5 p.m.

Where: Historic Santa Fe Plaza and North Lincoln Avenue

Cost: Admission is free

Girls Inc. is still accepting artist/vendor applications. The application for the show and all pertinent information can be found on our website at www.girlsincofsantafe.org, or contact Melissa Glick at 505-982-2042 or acshow@girlsincofsantafe.org.

Since 1955, Girls Inc. has been a strong advocate for the changing needs of girls and young women in Santa Fe. Girls Inc. of Santa Fe is THE risk prevention and positive development organization for Santa Fe girls. We believe the Girls Inc. experience equips girls to navigate gender, economic, and social barriers and grow into healthy, educated, and independent adults.

Proceeds from artists' booth fees benefit Girls Inc. of Santa Fe, a 501(c)(3) non-profit organization that inspires all girls to be strong, smart, and bold. No commission is collected from artists' sales.

CONTACTS:

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