Dear Artist,

On behalf of the Mountain Heritage Center at Western Carolina University, I would like to invite you to apply to be one of our artists at the annual Mountain Heritage Day. This year will be our 38th annual festival day, and to make it extra special we will be opening a Smithsonian exhibit, Journey Stories, in the Mountain Heritage Center the very same day!

Always the last Saturday in September, last year was a great year, good weather, and over 20,000 festival-goers. We are proud to showcase some of the finest arts and crafts of the southeast and to give cash awards to the best crafters. Mountain Heritage Day is a not-for-profit, one-day free festival. We host three live entertainment stages, over 130 vendors of juried arts and crafts and food, plus Cherokee Stickball games, Shapenote singing, a children’s tent, heritage demonstrations, a chainsaw contest, and many other activities celebrating the regions’ Appalachian mountain culture. I invite you to join us for a vibrant festival day here in the mountains of Western North Carolina on September 29th, 2012!

Please take a look at the enclosed application package and consider applying by March 30th. To insure a healthy audience and, traditionally many avid shoppers, the festival is publicized by the university throughout North Georgia, Southern Virginia, Eastern Tennessee, South Carolina, Western North Carolina, and the surrounding regions through print advertising, press releases, radio, and television public service announcements, billboards, website links, direct emails, table tents, handbills, Facebook, brochures, and approximately 35,000 inserts stuffed into regional newspapers.

Two years ago we established, what I believe to be, a vitally important tradition of awarding cash prizes to some of our best exhibitors during the show. A few perks of the Arts and Crafts Awards are being automatically accepted into the next year’s show without going through the jury process. Awards will go to Best in Show, First Place, and Second Place. Award winners receive special recognition on stage that day with a ribbon to display in their booth. Winners’ work will be recognized on our Facebook and website pages, and, when possible, in our next years festival insert and brochures.

Please take a look at our festival and consider applying for the 38th annual Mountain Heritage Day on September 29th, 2012.

Sincerely,

Trina Royar
Festival Coordinator