

April 26, 2024 **Contact:** Mindia Whittier FOR IMMEDIATE RELEASE **Email:** mindiawhittier@gmail.com **Cell:** 817.300.1141

Glassroots Revival: New Campaign Fuels Public Access to Glass Art Making Year-Long Initiative Sparks Community Support for Nonprofit SiNaCa Studios

FORT WORTH, Texas – SiNaCa Studios School of Glass and Gallery is igniting a *Glassroots Revival* in Fort Worth beginning this week. The only public access studio for making glass art in North Texas announces the launch of a year-long community engagement campaign that features engaging activities suitable at all age levels, and from beginners to experienced artists.

Glassroots Revival is designed to kindle active participation in the medium, create fun and memorable experiences for local residents, and elevate recognition of glass-making as both a craft and fine art form.

“SiNaCa Studios has been making glass arts accessible for the general public since 2011,” said Clifton Crofford, Executive Director and Glass Blowing Instructor for SiNaCa Studios. “Now we’re building on that legacy with a campaign that showcases the incredibly talented glass artisans in North Texas and beyond, while also generating the charitable funds needed to sculpt a bright future for this organization.”

The campaign begins heating-up with a series of 8 weekly activities. The first engagement opportunity will be offered May 2-5 during the annual *Mayfest* event in Fort Worth, where attendees can assemble and keep a terrarium featuring a blown glass container created by SiNaCa Studios artisans for a donation of \$45. Events continue weekly through June 22, when SiNaCa Studios hosts its annual *Ice Cream Social* fundraiser from 11 a.m.-3 p.m.

Following the *Ice Cream Social* in June, monthly programming from July through May 2025 will include educational opportunities, family-friendly activities, Girls Night Out and Date Night experiences. Individuals will have a variety of ways to explore their creativity and learn about glass artistry. The campaign culminates with a major event in late spring 2025 that will be announced this May.

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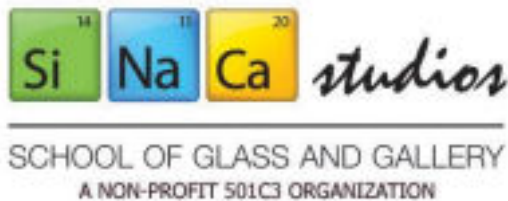
"We are excited to launch *Glassroots Revival* and invite the community to join us in celebrating the art of glass making," said Michael Cummings, Board President of SiNaCa Studios. "Through this campaign, we aim to provide a platform for people of all ages and skill levels to engage with the art form and support our mission of fostering a vibrant glass arts community."

For more information about *Glassroots Revival* and upcoming events, visit www.sinacastudios.org or follow SiNaCa Studios School of Glass and Gallery on social media.

About SiNaCa Studios School of Glass and Gallery:

SiNaCa Studios School of Glass and Gallery is a nonprofit dedicated to promoting the art of glass making through education, community engagement, and artist support. It is the only public access studio for making glass art in North Texas. Located in Fort Worth's Near Southside district, SiNaCa Studios offers a variety of classes, workshops, and events for glass enthusiasts of all levels, in glass blowing, kiln forming and flame working. The organization was founded in 2007 and began offering public programs and services in 2011. Since then, more than 7,000 members of the community have participated in its classes. More information is available at www.sinacastudios.org, or by searching SiNaCa Studios on Facebook, Instagram, X, LinkedIn and YouTube.

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Fact Sheet

Glassroots Revival* Community Engagement Calendar: *May-June 2024

Week 1 - Make and Take Terrarium (May 2-5)

SiNaCa Studios will host a booth at Fort Worth's annual *Mayfest* event from May 2-5. Attendees can stop by to assemble and keep a terrarium featuring a blown glass container produced by SiNaCa Studios artists. For a \$45 donation to SiNaCa Studios, the activity will include a choice of terrarium and a plant donated by Roots Garden Center, plus the dirt, gravel and twine to assemble and hang the finished art at home.

Week 2 - Open Studios Night (May 10)

On May 10 at 6 p.m., SiNaCa Studios invites members of the community to attend Open Studios Night and learn more about the "magic" that goes into creating glass art. An artist will give an interactive play-by-play while creating an art piece. Attendees will receive a coupon code for a 20% discount on any SiNaCa item listed on the gallery's online store.

Week 3 - Production Week (May 13-17)

SiNaCa Studios will make a major announcement this week, and the nonprofit is celebrating with its first-ever Production Week event. Operating a production line to the charitable organization's business model helps SiNaCa Studios to employ glass artists, cross-train artists, and create items for 3 onsite markets annually that help fund the organization's mission. Facilities will be available for drop-in visits during regular hours for the Hot Shop (11 a.m.-3 p.m.) and Flame Working (5 p.m.-9 p.m.) on Wednesday, Thursday and Friday. Kiln-formed pendants will be available for purchase at a discounted price of \$25.

Week 4 - Spark Workshops (May 22 and 24)

These youth-friendly 30-90 minute workshops provide members of the community a way to get involved with glass without a long-term commitment. Participants under the age of 11 should have a guardian present. Visit www.sinacastudios.org for times and pricing.

Week 5 - Graduation Week (May 27-June 1)

SiNaCa Studios is celebrating local graduates this week by offering a unique venue for graduation photos. Stop by the studio from 11 a.m.-8 p.m. daily to pose in front of a glasswork backdrop and take home a glass flamecicle for a donation of \$25 to SiNaCa Studios (or receive 2 flamecicles for \$35).

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Week 6 - Take It. Make It. (June 3-9)

Local families can kick-off summer with a fun activity. SiNaCa Studios is offering Take It/Make It kits this week. These projects are made to be designed and assembled in the comfort of home and returned to SiNaCa Studios for firing in a kiln. Kits range from \$30 to \$55 and include a nightlight, suncatcher, ornament, tealight votive, sugarskull and scratch tile platter. All of the needed supplies are included in each kit, and videos are available to provide inspiration for each project. Pickup a kit any time during business hours (Mon-Sat 10 a.m.-9 p.m., Sun 12-6 p.m.)

Week 7 - Make (and Break!) a Treat (June 14)

Each year, the team of SiNaCa Studios artists make a donation jar for the following year. The jar is always an ice cream treat of some sort, but it is never revealed until creation begins. SiNaCa Studios invites the community to drop by the studio and watch the new treat being crafted. Raffle tickets will be available for purchase (\$5). The winner gets to smash the 2023-2024 Blizzard donation jar to kick-off the *Ice Cream Social* fundraiser on June 22nd.

Week 8 - Ice Cream Social Fundraiser (June 17-22)

The annual SiNaCa Studios *Ice Cream Social* will be held June 22 from 11 a.m.-3 p.m.

Attendees can create a one-of-a-kind glass sand cast keepsake, select a glass bowl crafted by SiNaCa's own local artists for purchase, and enjoy ice cream from Dreamboat Vegan Donuts and Scoops. This family-friendly community fundraiser also features a Piggy Bank Smash. Throughout the week leading up to the *Ice Cream Social*, anyone is invited to visit the studio and paint a glass snowflake (Monday-Thursday from 11 a.m.-8 p.m.) for \$20. The painted items will be available for pickup at the *Ice Cream Social* or any day after during normal operating hours.

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