

*Almaden Valley Women's Club Presents*



# 35th Annual Almaden Valley Art & Wine Festival!

*“Friendships Through Service”*

Grab your sunscreen and favorite hat and get ready for a great time at the 35th Annual Art & Wine Festival (Festival) on Sunday, September 18th. Planning is underway and this year's Festival is sure to be a hit, with approximately a hundred unique artisans displaying phenomenal products sure to please even the most discriminating of tastes. Admission is free. Bring your spending money as there is entertainment for all ages, food and rides to purchase in addition to the artistic products.

The expanded children's area includes: bounce houses, an obstacle course, bungee jumping, a giant slide, rock climbing and the return of the popular mechanical bull. Kids can enjoy the "crazy hair" (The Studio by Angi), face painting, temporary tattoo, and costume dress up booths. Photographers will be on hand to capture the wild moments. Every child attending the Festival can get a pumpkin from the pumpkin patch. They can decorate these in our arts and crafts area, where they can also make a fairy or pirate lantern, spin art, giant bubbles, sand and wax art, and see artists giving demonstrations. The exclusive children's stage will be busy with performing groups all day to dazzle and entertain the youngsters.

The main entertainment stage near gourmet alley, will be alive with energy from 10AM to 6PM, as the Festival goers enjoy local school talent from *Castillero, Bret Harte, Leland, Pioneer* and *Valley Christian*, and studio talent which will be alternated between professional band performances from well-known local groups including *Free Falling, Nuthin Fancy, & The Dead Poser's Society*.

Recharge at "Gourmet Alley" which will have pizza, barbecue chicken, falafel, garlic fries, desserts and more! Represented will be *Amato Pizzeria, The Sandwich Mill, LaVictoria Taqueria, Almaden Sonoma Chicken Coop, Assyrian Evangelical Church, Kiwanis, Rotary Club, South Hills Community Church, Cooler Than Ice, Dippin Dots, Peter's Kettle Corn, Truffle Gateau, Nan's Food Gourmet* and more!

All the vendors are adhering to our rules to ensure this Festival is a Zero Waste Event certified by the City of San Jose. The Festival was certified as a Zero Waste

Event by the City in 2010 and the Festival is planning ahead for the Zero Waste certification in 2011 by reducing and recycling solid waste. In 2010 we recycled over 70% of our waste. Festival goers are helping conserve the earth's resources for future generations.

Enjoy fine wine and beer selections from local wineries and breweries. Purchase your Festival glass – either at Festival or prior to the event for a reduced price at one of over 24 local merchants (listed on our website). At Festival, there will also be reusable water bottles for sale that can be refilled at no additional cost at water stations throughout the Festival grounds.

Support for the Festival comes from many places and we thank our sponsors for their contributions. Please visit their booths at the Festival. We would also like to thank *Irma Longley* for donating her original artwork for the festival poster.

To make park access simple, the Almaden Valley Women's Club (AVWC) has arranged for free parking and shuttle service from the Santa Clara County Water District and VTA. Please remember to keep your pets at home, as they are not allowed in the park due to city regulations.

The AVWC is a non-profit organization started in 1965 with the purpose to stimulate interest in the social, civic and cultural improvement of the Almaden community. All proceeds from the Festival are used to serve the Almaden community and those of greater San Jose and go to non-profit organizations and local schools through scholarships and community grants. The members of the AVWC are all volunteers; none are paid for their time. They also encourage local artists, including children. A logo contest is sponsored each year for students who attend school within the 95120 zip code. This year's festival logo winner is *Andy Sanchez* who attends the *Almaden Country School*. He won the competition which included 65 entries and was awarded a check for \$150.00. Andy's motivation to design a winning logo came from his desire to contribute to his sister's college fund.

**Want to get involved?**

Almaden Valley Women's Club is looking for:

1. **Teens** — Fulfill your community service hours while helping with this fun and enlightening community event. Get event planning experience! Email [volunteers1@almadenwine.com](mailto:volunteers1@almadenwine.com)
2. **Adults** — (over 21, male or female welcome) We are looking for enthusiastic individuals to help pour wine, beer and sell tickets interacting with the festival goers. We will have an orientation meeting Tuesday, September 6th. Please email: [scheduling1@almadenwine.com](mailto:scheduling1@almadenwine.com) for more information to volunteer.



Grantees – left to right: Raymond Liu, Leland; Taylor Rottjakob, Presentation; Maryann Qarmar, Presentation; Helen Pun, Leland; and Ian Fong, Valley Christian. Not present Jennifer Chen, Leland.

*“Please join us to celebrate 35 years of our Festival”! – Bonnie George*



3. **New Members** — (must be 95120 residents) Want to help with the planning and begin establishing “Friendships through Service?” Join with your friends, or come alone to make new friends. You are welcome so email [scheduling1@almadenwine.com](mailto:scheduling1@almadenwine.com) for more information, and plan on attending our next meeting September 6th.

**Business/corporate (non-artists) Sponsorships Available:**

Email: [sponsor1@almadenwine.com](mailto:sponsor1@almadenwine.com)

Platinum Level – \$5,000

Gold Level – \$2,500

(To obtain a booth, a Platinum or Gold Level sponsorship is required.)

**Get your name in the brochure and more (booth not included):**

Email: [sponsor1@almadenwine.com](mailto:sponsor1@almadenwine.com)

Silver Level – \$1,000

Bronze Level – \$500

Friend of Festival – \$100

**What are we looking for in an artist?**

Handcrafted products, fine art and paintings, photography, sculptures and pottery, blown glass and more artisans are welcome to apply! Come share your unique creations with the greater Almaden Valley including over 25,000 attendees. Note to Artists: Artist booths available by application. Visit [www.almadenwine.com](http://www.almadenwine.com) to download application and guidelines.

Please come and celebrate the 35th Annual Almaden Art & Wine Festival, September 18, 2011, Almaden Lake Park!

More information: [www.almadenwine.com](http://www.almadenwine.com)

The Almaden Valley Women's Club Presents the

Sunday, September 18<sup>TH</sup>, 10AM to 6PM  
Almaden Lake Park

**Platinum Sponsors**

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Bloomster's



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**Bronze Sponsors**

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- Changing Times Women's Group

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