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FOR IMMEDIATE RELEASE

VISIT SLO CAL SHOWCASES SLO CAL CRAFTED PROGRAM AT DOWNTOWN SLO FARMERS' MARKET

Over 20 local artisanal offerings will be available for purchase, alongside live music and more.



(Download High-Res Images [HERE](#). Courtesy of Visit SLO CAL.)

San Luis Obispo County, California, August 28, 2023 – Visit SLO CAL is proud to announce its participation in an exciting new initiative alongside its SLO CAL Crafted partners at the Downtown SLO Farmers' Market. This initiative aims to enhance the experience for residents and visitors of SLO CAL (San Luis Obispo County). Starting from August 31, 2023, and extending until September 21, 2023, Visit SLO CAL will curate a special section featuring six booths from SLO CAL Crafted. Over this four-week collaboration, Visit SLO CAL's partners will have the opportunity to showcase and sell their products, all while fostering deeper connections within the community.

[The SLO CAL Crafted program](#) was established by Visit SLO CAL to honor the exceptional quality of SLO CAL's artisans, creators, crafters and farmers. Visitors to the booths will gain insight into the origins and stories behind the development of these local products and be able to purchase directly from the makers.

"There are so many amazing products being made right here in SLO CAL. We are thrilled to provide a space for our partners to showcase product and for marketgoers to easily access SLO CAL Crafted products," Trevor Lynch, Visit SLO CAL's Director of Marketing proudly stated. "This collaboration

series at the Downtown SLO Farmers' Market will not only provide an outlet for the creativity of our SLO CAL Crafted partners, but also showcases unique craftsmanship that defines our region. We are creating an experience that will be great for everyone.”

Along North Chorro Street, between Bath & Body Works and Avanti, Visit SLO CAL will host a rotating ensemble of six SLO CAL Crafted partners each week, accompanied by live performances from local musicians Loren Radis and Dante Marsh.

In addition to the live musical performances, attendees can amplify their experience by indulging in Instagram-worthy moments at the SLO CAL selfie wall and participating in weekly social giveaways in collaboration with SLO city's Ah Louis Store. One lucky winner will receive an @ahlouisstore SLO CAL Crafted gift basket highlighting the best of SLO CAL local farmers, crafters and artisans including Talley Vineyards, The Pistachio Factory, Hambly Farms and more.

Event Details:

- Location: North Chorro Street between Bath & Body Works and Avanti
- Duration: August 31, 2023, to September 21, 2023
- Time: 6:00pm – 9:00pm

Weekly lineup of SLO CAL Crafted Partners:

Thursday, August 31st | Musician: Loren Radis

- Moonrise Parlour | Natural hand-crafted soaps
- Yes Cocktail Co. | Craft cocktail mixers, syrups & bitters
- Forever Stoked | Nature inspired art prints & hats
- Mayan Collective | 100% soy wax candles with toxin free fragrance oils
- Adelaide Botanicals | Organic health and wellness products
- Corberosa Coffee | Locally air-roasted coffee blends

Thursday, September 7th | Musician: Loren Radis

- Root Elixirs | Craft cocktail mixers
- Forever Stoked | Nature inspired art prints & hats
- FABLERUNE | Natural + botanical products for skin, hair, body and home
- Coleour De La Vie | Hand-dyed fabrics imprinted with plants & organic materials
- Kelpful | Kelp-based food and self-care products
- WOVEN | Hand-woven macrame décor

Thursday, September 14th | Musician: Dante Marsh

- Cayucos Collective | Custom clothing created by a collective of local artists
- Surf Gems | Jewelry made of upcycled surfboard glassing resin
- Firestone Walker | Lifestyle merchandise from an iconic local brewer
- Yes Cocktail Co. | Craft cocktail mixers, syrups & bitters
- Mayan Collective | 100% soy wax candles with toxin free fragrance oils
- Pasolivo | Locally grown olive oils

Thursday, September 21st | Musician: Dante Marsh

- Cayucos Collective | Custom clothing created by a collective of local artists
- Surf Gems | Jewelry made of upcycled surfboard glassing resin
- Firestone Walker | Lifestyle merchandise from an iconic local brewer
- Corberosa Coffee | Locally air-roasted coffee blends
- Hambly Farms | Estate-made lavender products
- Root Elixirs | Craft cocktail mixers
- Pasolivo | Locally grown olive oils

Along with the diverse range of SLO CAL Crafted products, the booth will feature branded signage and immersive social media opportunities, encouraging visitors to share their experiences online and connect with the SLO CAL community.

Social Media:

Follow Visit SLO CAL on Instagram: [@SLOCAL](#)

Join the conversation: #SLOCAL

Events will take place alongside the regularly scheduled Downtown SLO Farmers' Market from 6:00pm-9:00pm with five blocks of fresh produce, famous BBQ, delicious meals, crafts, baked goods, entertainment and more! Visit [SLOCAL.com](#) for the official landing page on the activation (including full vendor list) and [DowntownSLO.com](#) for more information about the weekly market.

For more information about Visit SLO CAL, visit [SLOCAL.com](#) or email Mayla Lohnes, Mayla@SLOCAL.com

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ABOUT DOWNTOWN SLO FARMERS' MARKET:

The Downtown SLO Farmers' Market runs every Thursday year-round (except holidays or if it rains). Originating in 1978, the downtown event has evolved to five blocks lined with over 100 vendors providing fresh produce, famous BBQ, delicious meals, crafts, baked goods, entertainment and more. Winter Hours (Nov–Feb): 6 – 8:30 PM. Summer Hours (March–Oct): 6 – 9 PM. For more information, go to [DowntownSLO.com](#).

ABOUT VISIT SLO CAL:

Visit SLO CAL is the countywide non-profit destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL). Visit SLO CAL is responsible for promoting SLO CAL as an attractive travel destination and enhancing the public image as a dynamic place to live and work. Through the impact of travel, Visit SLO CAL strengthens the economic position and provides opportunity for all people in the community. Built on research with a strategy of continuous improvement, Visit SLO CAL aims to establish SLO CAL as a favorite West Coast destination known for its signature slower pace of life and unique mix of incredible, immersive guest experiences. For more information, go to [SLOCAL.com](#).