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FOR IMMEDIATE RELEASE

VISIT SLO CAL WILL SHOWCASE ITS SLO CAL CRAFTED POP-UP AT THE DOWNTOWN SLO FARMERS MARKET

*Enjoy live music from The Vibe Setters, shop local, artisanal goods
and capture social content at the Welcome to #SLOCAL Selfie Wall*



San Luis Obispo County, California, Monday, August 19, 2024 – Visit SLO CAL (VSC), the official destination marketing and management organization (DMMO) for San Luis Obispo County (SLO CAL) is excited to partner with Downtown SLO for a special [SLO CAL Crafted pop-up event](#) at the Downtown SLO Farmers Market. This event will take place on Thursday, August 29th, from 6:00 PM to 9:00 PM at the intersection of Chorro Street and Higuera Street in Downtown San Luis Obispo, marking the second consecutive year of this exciting collaboration.

The evening offers a unique shopping experience, featuring locally made products that are part of the [SLO CAL Crafted](#) program. Established by Visit SLO CAL, this program celebrates the exceptional quality and creativity of SLO CAL’s artisans, creators, crafters and farmers.

“We are thrilled to host this event at the Downtown SLO Farmers Market,” said Cathy Cartier, President & CEO of Visit SLO CAL. “This unique opportunity allows our SLO CAL Crafted vendors to showcase exceptional products, available for purchase by both locals and visitors, while highlighting the quality of offerings made, farmed and grown right here in our region.”

Attendees can shop for a variety of handcrafted goods, enjoy live music by local band [The Vibe Setters](#) and capture Instagram-worthy moments at the SLO CAL selfie wall. This event is a



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celebration of the talented makers, farmers and artists who contribute to the community, offering everything from hand-poured candles and plant-dyed clothing to custom leather goods and locally grown olive oil.

SLO CAL Crafted Vendors:

- [Surf Gems](#) | Jewelry made of upcycled surfboard glassing resin
- [The Mayan Collective](#) | 100% soy wax candles with toxin free fragrance oils
- [The Groves on 41](#) | Locally grown olive oils
- [Hambly Farms](#) | Estate-made lavender products
- [Maven Leather + Design](#) | leather bags and plant swings repurposed from otherwise discarded leather hides
- [Couleur de la vie](#) | Hand-dyed fabrics imprinted with plants & organic materials
- [Amandalee Design](#) | Graphic design prints inspired by iconic nature landmarks & typographical facts

For more information about the SLO CAL Crafted Pop-Up event, visit slocal.com or email Mayla Lohnes, mayla@slocal.com.

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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.

ABOUT SLO CAL:

South of the Bay and north of LA, SLO CAL is conveniently located midway between San Francisco and Los Angeles. It features more than 100 miles of breathtaking coastline and expansive vineyards covering over 40,000 acres. The area's scenic open roads are beyond compare and its stretch of Highway 1 is an unforgettable journey through some of California's most captivating coastal landscapes. In 2023, tourism in SLO CAL reached \$2.32 billion in direct travel spending, marking a consistent performance from the previous year and generated \$60.1 million in transient occupancy tax revenue, contributing \$110 million in local tax revenue. For more information, go to 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 SLO CAL CRAFTED:

SLO CAL Crafted celebrates the outstanding quality of farmers, crafters and artists in San Luis Obispo County (SLO CAL). Fine wines, hand-shaped surfboards and award-winning olive oils are just a few of the exceptional SLO CAL Crafted products coveted by locals and adored worldwide. SLO CAL Crafted is an initiative of Visit SLO CAL, and an organization working to inspire travel and foster unique experiences to create life-long ambassadors and economic growth for SLO CAL. For more information, go to slocal.com/slocalcrafted.