

FOR IMMEDIATE RELEASE

November 13, 2018

Media Contact: Motley Crew Media for Armadillo Christmas Bazaar
Nicole Shiro | 512.740.6665 | nicole.shiro@motleycrewmedia.com
Amy Layton | 512.695.0799 | amy.layton@motleycrewmedia.com



Photos and video available upon request

ARMADILLO CHRISTMAS BAZAAR ANNOUNCES 12 DAYS OF GIVING BENEFITING 12 LOCAL NONPROFITS

December 13 – 24 • 11am – 10pm daily • Palmer Events Center

(Austin, TX) – Armadillo Christmas Bazaar announces “12 Days of Giving” – a 2018 initiative designed to give back to nonprofits in the Austin community. Now with 12 days to shop, the Armadillo Bazaar selected 12 local nonprofits, each to benefit from a portion of their designated days proceeds. The “12 Days of Giving” celebration begins on opening day, December 13th and ends at closing on Christmas Eve, 11am to 10pm daily at the Palmer Events Center, 900 Barton Springs Road, Austin, Texas 78704.

“The Armadillo Bazaar has thrived for 43 seasons because of Austin’s deep appreciation for live music and the arts. This year, in addition to our usual charitable efforts, we will partner with 12 organizations, many of them supporting arts and music in our community.” explains Anne Johnson, Armadillo Christmas Bazaar Associate Producer.

ARMADILLO CHRISTMAS BAZAAR 12 DAYS OF GIVING BENEFICIARIES:

Thursday, December 13 - [HAAM](#)

Friday, December 14 - [Art Alliance Austin](#)

Saturday, December 15 - [ADAPT](#)

Sunday, December 16 - [SouthPop](#)

Monday, December 17 - [Big Medium](#)

Tuesday, December 18 - [ZACH Theatre](#)

Wednesday, December 19 - [Sun Radio](#)

Thursday, December 20 - [Black Fret](#)

Friday, December 21 - [Almost Real Things](#)

Saturday, December 22 - [HOME](#)

Sunday, December 23 - [Chula League](#)

Monday, December 24 - [Swan Song](#)

Ranging from two to eighty-six years in business, the chosen organizations align with the Armadillo Bazaar’s commitment to supporting visual artists, makers, creatives, theatre, live music and musicians, disability rights and preservation of Austin’s unique culture.

Each nonprofit has a link to the Armadillo Bazaar celebrating Austin’s weird and wonderful. ADAPT has held an annual fundraiser at the event for 30 years, greeting patrons as “Santa Clones” and spreading joy. Leea Mechling, Executive Director of the South Austin Museum of Popular Culture, says “SouthPop has a long history with the Armadillo Bazaar dating back to the Armadillo World Headquarters. Both entities work to preserve and celebrate Austin’s unique culture of art and music. SouthPop is proud to be part of the Armadillo Bazaar.”

Last year, Armadillo Bazaar partnered with Chula League and Blue Genie Art Bazaar in a promotional campaign encouraging cooperation over competition; inviting Austinites to attend all three events. Chula League will be a “12 Days of Giving” beneficiary this year helping to expand awareness of their Little artist BIG ARTIST program, which partners local professional artists with East Austin 5th and 6th graders to turn ideas into art and art into business. Several Armadillo Bazaar artists have been mentors in the program through the years.

Four of the music related nonprofits have a special line up associated with their benefit day. HAAM will kick off the first day of the event featuring live music from two of their recipients. Kalu James shares his love for HAAM, “Creatives are constantly bombarded with societal cues to “get a real job” but HAAM makes me feel seen and counted. That goes a long way in validating this career path.” Anthony Farrell, a member of the Greyhounds, explains “with HAAM’s help, I am happy to say that I am cancer free. Knowing there is an organization devoted to helping musicians stay healthy makes me feel that what I do matters to someone other than me. It helps drive me to do the best I can to be worthy of that support. I am forever grateful to HAAM and those who help support it.”

Almost half of the musicians playing the Armadillo Bazaar are Black Fret nominees or grant winners. Black Fret day, December 20th, will feature Harvest Thieves, Jeff Plankenhorn, Nakia, and the Blues Grifters—all Black Fret members. Erin Ivey, Director of Member Experience explains, “Just like the Armadillo Christmas Bazaar, Black Fret loves to support local artists. We hope to spread awareness about the Black Fret mission and membership opportunities, to help sustain local music.”

A special lineup is planned for December 22nd with three HOME board members playing the show—Shelley King, Carolyn Wonderland and Marcia Ball. “HOME is excited for the opportunity to participate in this wonderful program that will help us continue serving clients while sharing information about the organization’s goals and vision with Bazaar attendees.” Says Margie Pousson, of HOME.

On December 24th, Christine Albert, Founder and CEO of Swan Songs will play at 3pm with Chris Gage. Swan Songs fulfills musical wishes at the end of life by organizing private concerts for individuals with a terminal illness. They hope to raise awareness of the organization so that they can share the gift of music with more families during a difficult and emotional time.

The Armadillo Christmas Bazaar’s “12 Days of Giving” honors the importance of giving back to the community which is central to Austin’s cultural identity. This iconic cultural event features 175+ contemporary touring artists, award-winners and local favorites. With lights down low, spirits high, and the music just right, the Armadillo Christmas Bazaar creates a fun holiday shopping experience December 13-24.

Tickets on sale now! \$10 for a single-day entry; available at the door, or in advance online. More information at ArmadilloBazaar.com.

###