



## 2022 Herb Fair Publicity Information Press Release

### **FOR IMMEDIATE RELEASE**

Press kit for the 2022 MADISON HERB FAIR, taking place Saturday, November 5, 2022

Contact:

Sheila Leary, Madison Herb Society publicist [sheila.leary@icloud.com](mailto:sheila.leary@icloud.com) or 608-444-0926

[PDF of this Press Kit](#)

**HIGH-RESOLUTION IMAGES** can be downloaded at

<https://madisonherbsociety.org/annual-herb-fair> (If the hyperlink doesn't work, please copy and paste the link.)

[A PDF POSTER can be downloaded here.](#)

[Download a hi-res JPG of the poster.](#)

### **CALENDAR LISTING**

2022 Madison Herb Fair Saturday, November 5, 9 a.m.–3 p.m. Olbrich Botanical Gardens, 3330 Atwood Ave., Madison. Three speakers, outdoor herb garden tour, herbal marketplace with 20 small businesses, free admission. 2022 theme: “EASY HERBS FOR EVERYONE.” More information at [www.madisonherbsociety.org](http://www.madisonherbsociety.org)

### **PUBLIC SERVICE ANNOUNCEMENT**

The 2022 Madison Herb Fair, hosted for the 40<sup>th</sup> year by the Madison Herb Society, has the theme “**EASY HERBS FOR EVERYONE.**” The Fair takes place Saturday, November 5, from 9 a.m. to 3 p.m. at Olbrich Botanical Gardens, 3330 Atwood Avenue in Madison. The Herb Fair features three speakers, an outdoor herb garden tour, and local vendors offering a wide range of products, including teas and tinctures, spice blends and superfood truffles, body care and baked goods, and garden-themed gifts. Admission is free. You can find more information at [www.madisonherbsociety.org](http://www.madisonherbsociety.org)



## INTERVIEWS

To arrange a print or broadcast interview with a representative of the Madison Herb Society, please contact Sheila Leary at [sheila.leary@icloud.com](mailto:sheila.leary@icloud.com) or 608-444-0926.

## NEWS STORY

2022 Madison Herb Fair Set for November 5

“Easy Herbs for Everyone” is the theme of the 40th annual Madison Herb Fair sponsored by the Madison Herb Society. It takes place Saturday November 5, 2022, 9 a.m. to 3 p.m., at Olbrich Botanical Gardens, 3330 Atwood Avenue in Madison. Admission is free.

## SPEAKERS

**9:30 a.m. - Herbs in the Kitchen or the Botanical Garden** From the garden space to the kitchen table, herbs fill an important role in creating excitement and depth in aroma and flavor. Learn how to preserve the harvest and make crave-worthy dishes that highlight fresh and dried herbs with chefs Christy and Katie from Pasture and Plenty.

**11:30 a.m. - Honoring Herbs and Community** Venice Williams will explore some of the many ways herbs are cultivated, honored, and used at Alice's Garden Urban Farm in Milwaukee. She will bring examples of such usage, explain how an herbal labyrinth at the garden helps with healing in the community, and share what she learned from creating a successful urban herbal apprentice program.

**1:30 p.m. - Tips and Tricks for the Aspiring Herbie** Herbs add an unparalleled richness to daily life, giving much in return to even modest gardening efforts. Join Olbrich Botanical Gardens' Herb Garden horticulturist, Erin Presley, as she shares her best tips for success, even when limited by time, space, or experience. She will cover basics including starting from seed versus buying plants, site selection and growing in containers, choosing varieties, how and when to harvest and store herbs, and easy recipes. Even experienced herbies might take away a new trick or two! **Followed by outdoor Q&A in Olbrich's Herb garden, 2:30–3:30 p.m.**

## HERBAL MARKETPLACE

A herbal marketplace features 20 regional small businesses showing their wares, with such offerings as dried herbs and spice blends; loose leaf and herbal teas; herb plants; baked goods, syrups, chili pepper products and superfood and CBD truffles; wreaths, ceramics and plant-inspired art; herbal neck wraps and eye pillows; soaps, balms, liniments and other body products; essential oils, sprays and aromatherapy products; tinctures, salves and western and



Chinese herbal remedies; catnip toys and many gift items; and books about herbs, gardening and cooking.

“There are so many wonderful uses for herbs, whether to add flavor to food, soothe the mind and body, create enticing aromas, bring pollinators to the garden, or decorate your home,” said Joyce Pohl, president of the Madison Herb Society. “We welcome everyone to discover easy ways to bring herbs into your life.”

The Madison Herb Society is a non-profit membership organization that promotes education about the culture and use of herbs, including their global history and use for culinary, medicinal, horticultural and decorative purposes. Throughout the year, the society sponsors speakers, workshops, field trips, garden tours and themed potluck meals. Interested visitors are invited to become members of the Madison Herb Society at the Fair.

More information about the 2022 Madison Herb Fair and the Madison Herb Society is at [www.madisonherbsociety.org](http://www.madisonherbsociety.org)