

FOR IMMEDIATE RELEASE

Press kit for the MADISON HERB FAIR, taking place Saturday, November 6, 2021

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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 from the [Herb Fair webpage](#).

A [JPG image of the poster](#) can also be downloaded from the Herb Fair webpage.

CALENDAR LISTING

2021 Madison Herb Fair Saturday, November 6, 9 a.m.–3 p.m. Olbrich Botanical Gardens, 3330 Atwood Ave., Madison. Speakers (herbalists, a chef, and a tea expert), outdoor winter herb walk, herbal marketplace with local small businesses, free admission. 2021 theme: “HERBAL COMFORTS.” More information at madisonherbsociety.org

PUBLIC SERVICE ANNOUNCEMENT

The 2021 Madison Herb Fair, hosted for the 39th year by the Madison Herb Society, has the theme “HERBAL COMFORTS.” The Fair takes place Saturday, November 6, from 9 a.m. to 3 p.m. at Olbrich Botanical Gardens, 3330 Atwood Avenue in Madison. The Herb Fair features talks by herbalists and a chef, an outdoor winter herb walk, and local vendors offering a wide range of products, from teas and tinctures to body care and herbal gifts, even some herbal products for dogs and cats! Admission is free. You can find more information at madisonherbsociety.org

INTERVIEWS

To arrange a print or broadcast interview with a representative of the Madison Herb Society, please contact Sheila Leary at smleary@charter.net or 608-444-0926 (cell).

NEWS STORY

2021 Madison Herb Fair Set for November 6

“Herbal Comforts” is the theme of the 39th annual Madison Herb Fair sponsored by the Madison Herb Society. It takes place Saturday November 6, 2021, 9 a.m. to 3 p.m., at Olbrich Botanical Gardens, 3330 Atwood Avenue in Madison.

The Fair features talks by chef Patrick O’ Halloran, herbalists Jane Hawley Stevens and Linda Conroy, and tea expert Erin Ulrich, as well as an herbal marketplace with many local businesses showing their wares. Admission is free.

“We all could use some comfort after the experiences of the past year and a half. Our speakers at the Madison Herb Fair will talk about the comforts of tasty food, a hot cup of tea, and herbs that calm the nerves. And our local vendors have lots of comfy herbal products for fairgoers.

New this year is an outdoor walk at Olbrich Gardens, pointing out winter herbs,” said Joyce Pohl, president of the Madison Herb Society.

Scheduled talks at the Fair are:

9:30 a.m. Erin Ulrich *Warm Up with a World of Teas*

Join Erin Ulrich from Telsaan Tea of Mount Horeb, Wisconsin, as she speaks about teas, herbal tisanes, and tea blends. She'll talk about the types of tea, where they originate, and how you can get started exploring flavors and blends from this wide and wonderful world.

11:00 a.m. Patrick O'Halloran, *Create Culinary Comfort with Herb and Spice Blends*

During the pandemic, chef Patrick O'Halloran (Lombardino's Restaurant) and partners started The Deliciouser, a Madison business that creates small-batch blends of herbs and spices and specialty salts. Patrick will demonstrate how you can use herbs and spices to create delicious meals at home.

12:15 p.m. Linda Conroy, *Outdoor Winter Herb Walk*

Join herbalist Linda Conroy from Moonwise Herbs (near Stoughton, Wisconsin) for an outdoor botanical walk through the Olbrich Gardens grounds. While the plants may seem dormant, there is still plenty to observe and marvel at. Linda will introduce you to herbs and wild plants useful in the kitchen and for wellness.

2:15 p.m. Jane Hawley Stevens *Herbs to Soothe the Nerves*

Join herbalist Jane Hawley Stevens from Four Elements Herbals in North Freedom, Wisconsin, as she speaks about herbal nervines. Nervines are herbs that support the nervous system, reducing stress, muscle tension, and insomnia and promoting healthy nerve function. Jane was honored as the 2020 Midwest Organic Farmer of the Year.

The **Herb Fair Marketplace** features regional small businesses and organizations with such offerings as dried herbs and spices, live plants, terrariums, and holiday baskets; herbal neck wraps and dream pillows; soaps, balms, scrubs, and other body products; essential oils, sprays, smudges, potpourri, and other aromatherapy products; herbal and mushroom teas, raw superfood and CBD cacao truffles, syrups, preserves, and baked goods; tinctures, salves, and western and Chinese herbal medicines; catnip toys and dog-care products; herb-related books; and plant-inspired art and ceramics.

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 Fair and the Society is at www.madisonherbsociety.org.
