HARVEST FESTIVAL®

ORIGINAL ART & CRAFT SHOW

2026 MEDIA KIT

CELEBRATING 54 YEARS!

SHOP. DISCOVER. EXPERIENCE HARVEST!

Come for the shopping. Stay for the fun. Leave with something you love!



FOR IMMEDIATE RELEASE

SHOP. DISCOVER. EXPERIENCE HARVEST! The 32nd Annual Harvest Festival® Returns to Pleasanton for a Weekend of Handmade Shopping and Family Fun

PLEASANTON, Calif. — The 32nd Annual Harvest Festival® Original Art & Craft Show returns to the Alameda County Fairgrounds October 23–25, bringing a lively weekend of handcrafted shopping, talented makers, entertainment and family fun to the Tri-Valley.

Pleasanton has long been a favorite Harvest destination, drawing shoppers from throughout the Tri-Valley, East Bay and surrounding communities. The fall timing makes the show an ideal place to start holiday shopping early, refresh seasonal décor and discover gifts that feel personal rather than mass-produced.

Guests can shop an exciting collection of talented artists and makers and discover an amazing variety of handcrafted treasures they simply cannot find everywhere else. The selection spans original art, jewelry, home décor, clothing, ceramics, glasswork, metalwork, hand-turned wood, photography, bath and body products, specialty foods, holiday finds, pet products and more.

Harvest is designed to be more than a shopping trip. Visitors can meet the people behind the work, enjoy live entertainment, watch select artists demonstrate their craft, visit family-friendly activities, grab a bite to eat and make a day of exploring the show.

Daily Harvey Bucks drawings add another reason to join the fun. Guests can enter for a chance to win Festival spending money to use with participating artisans while they shop the show.

Pleasanton also brings a festive fall atmosphere to the Harvest experience, making it an easy weekend outing for shoppers looking to combine seasonal fun with unique finds.

“Come for the shopping. Stay for the fun. Leave with something you love!”

EVENT AT A GLANCE

WHAT	Harvest Festival® Original Art & Craft Show
WHEN	Friday–Sunday, October 23–25, 2026
HOURS	Friday 10 am–4 pm | Saturday 10 am–5 pm | Sunday 10 am–4 pm
WHERE	Alameda County Fairgrounds
ADDRESS	2005 Valley Avenue, Pleasanton, CA 94566
ADMISSION	$9 General Admission | $7 Seniors (62+) & Military | $4 Youth (13–17) | FREE ages 12 & under
MORE INFO	harvestfestival.com
MEDIA CONTACT	Jordana Glenn, 925-303-3312 jordana@harvestfestival.com

MEDIA / STORY OPPORTUNITIES

- Meet-the-maker interviews with participating artists and craftspeople
- Holiday and seasonal gift-shopping segments featuring handcrafted finds
- Artist demonstration and behind-the-scenes craftsmanship stories
- Live entertainment and family-experience coverage
- Small-business and independent-maker profiles
- Food and specialty-food gift ideas

ABOUT THE HARVEST FESTIVAL® ORIGINAL ART & CRAFT SHOW

Celebrating 54 years, the Harvest Festival® Original Art & Craft Show is a family-owned tradition that brings artists, makers, small businesses and shoppers together in a lively indoor marketplace. Harvest showcases juried handmade work and thoughtfully selected specialty products while giving guests the opportunity to meet creators, discover original work and enjoy a complete festival experience with entertainment, demonstrations, family activities and food. The Festival's long-running mission is simple: support creativity, celebrate craftsmanship and connect shoppers with unique products and the people who make them.

QUICK FACTS FOR MEDIA

FOUNDED / LEGACY	Harvest Festival® is celebrating 54 years in 2026
FORMAT	Indoor original art, craft and maker marketplace with festival entertainment
PRODUCT MIX	Art, jewelry, décor, apparel, ceramics, glass, metalwork, wood, photography, bath & body, specialty foods, holiday items, pet products and more
EXPERIENCE	Shopping, live entertainment, demonstrations, KidZone/family activities, food and daily Harvey Bucks drawings
ADMISSION	$9 General | $7 Seniors (62+) & Military | $4 Youth (13–17) | FREE ages 12 & under
WEBSITE	harvestfestival.com

SUGGESTED STORY ANGLES

- Meet the makers: the people and stories behind handcrafted products
- Shop small for the holidays: unique gifts from independent artists and makers
- Made by hand: demonstrations and the craftsmanship behind the finished piece
- A 54-year California tradition: how Harvest has connected makers and shoppers across generations
- Beyond the mall: turning holiday shopping into an experience
- Gift guide: one-of-a-kind finds for hard-to-shop-for people
- Family day out: shopping, entertainment, food and creative activities under one roof

THE HARVEST STORY

For 54 years, the Harvest Festival® Original Art & Craft Show has brought artists, makers and shoppers together for a celebration of creativity, craftsmanship and discovery. Family-owned and community-driven, Harvest creates an indoor marketplace where guests can shop directly from talented independent artists and makers while enjoying the energy and entertainment of a festival.

The experience is built around discovery. Around every corner, shoppers can find original art, jewelry, clothing, ceramics, glass, metalwork, hand-turned wood, photography, unique home décor, bath and body products, specialty foods, pet products, holiday finds and other handcrafted treasures.

What makes Harvest different is the opportunity to connect with the people behind the products. Guests can talk with makers, learn the stories and techniques behind their work, see demonstrations, enjoy live entertainment and family activities, and turn holiday or personal shopping into a full day out.

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WHAT MAKES HARVEST FESTIVAL® SPECIAL

Harvest is not simply a place to buy things; it is a shopping and entertainment experience centered on handmade creativity, personal discovery and supporting independent artists and makers.

- 54 years of bringing artists, makers and shoppers together
- A curated indoor marketplace of handcrafted and original products
- A chance to meet the makers and hear the stories behind the work
- A broad mix of art, gifts, décor, fashion, specialty foods and seasonal finds
- Live entertainment, demonstrations and family-friendly activities
- An easy seasonal outing for friends, families and holiday shoppers

THE HARVEST FESTIVAL® EXPERIENCE

SHOP. DISCOVER. EXPERIENCE HARVEST!

The Harvest Festival® Original Art & Craft Show is celebrating 54 years of bringing incredible artists, makers and shoppers together!

Shop an exciting collection of talented artists and makers and discover an amazing variety of handcrafted treasures you simply can't find anywhere else! From stunning art, jewelry and home décor to clothing, ceramics, glass, metalwork, specialty foods, holiday finds and so much more—there's something new to discover around every corner!

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CALENDAR / EVENT LISTING COPY

SHOP. DISCOVER. EXPERIENCE HARVEST!

The **32nd Annual Pleasanton Harvest Festival® Original Art & Craft Show** returns **October 23-25** to the **Alameda County Fairgrounds!** Celebrating **54 years of bringing incredible artists, makers and shoppers together**, Harvest Festival® continues its tradition of creativity, craftsmanship and one-of-a-kind discoveries!

Shop an exciting collection of talented artists and makers and discover an amazing variety of handcrafted treasures you simply can't find anywhere else! **From** stunning art, jewelry and home décor to clothing, ceramics, glass, metalwork, specialty foods, holiday finds and so much more—there's something new to discover around every corner!

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HOURS:
Fri 10am-4pm
Sat 10am-5pm
Sun 10am-4pm

ADMISSION: $9 Adults, $7 Seniors & Military, $4 Youth, 12 & under free

MORE INFORMATION: harvestfestival.com

30-SECOND TV / RADIO EVENT DESCRIPTION

The **Harvest Festival® Original Art & Craft Show** is back in Pleasanton, October 23-25 at the Alameda County Fairgrounds!

Celebrate 54 years of handmade creativity and shop talented artists and makers offering unique art, jewelry, home décor, clothing, ceramics, specialty foods, holiday finds and more!

Enjoy live entertainment, family fun and new discoveries around every corner!

Shop. Discover. Experience Harvest!

Visit **harvestfestival.com** for show details.

MEDIA PHOTOS & RESOURCES

High-resolution event photography, Harvest Festival® logos, promotional graphics, artist images and additional event information are available to media upon request. For images, interviews or media inquiries, contact:

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