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### **VETERAN ARTS ORGANIZATIONS THROUGHOUT RUSTBELT CREATE VIRTUAL ONE-STOP SHOPPING HOLIDAY MARKET**

*I Made It Market, Cleveland Bazaar and Crafty Mart combine more than 35 years of artisan support to create a unique shopping experience for holiday 2020*

**PITTSBURGH, PA** (October 6, 2020) - Amidst COVID-19 gathering restrictions and record-high unemployment rates, supporting small businesses and craft artisans has never been more important than now. To keep the safety of shoppers as well as vendors as their highest priority, three area market organizers have collaborated to create a comprehensive shopping experience featuring vendors throughout the Rust Belt.

[Cleveland Bazaar](#) in Cleveland, OH; [Crafty Mart](#) in Akron, OH; and [I Made It! Market](#) in Pittsburgh, PA, created [shopholidayhandmade.com](http://shopholidayhandmade.com). Instead of events in three different cities, the website will serve artist communities and shoppers alike with a live event the weekend of November 28-29, 2020 and additional material in the weeks before.

With in-person events severely restricted, artists needed to find innovative methods to continue their livelihoods. Collectively, the three organizers have canceled over 25 events in 2020, a devastating loss of income for vendors who rely on summer markets to keep their businesses going throughout the year between holiday seasons. The three market directors, lifelong advocates of shopping handmade, knew that it was critical to re-imagine holiday shopping in order to support these local artisans and offer the handmade alternatives to big-box shopping that their shoppers have always loved.

Leading up to the live event, Shop Holiday Handmade's catalog will serve as a throwback to the days when circling your favorite items was better than a trip to the mall. Shop Holiday Handmade will also feature an online marketplace, videos from artists showcasing their spaces and processes, and artist features on over 125 artists spanning all three cities.

Shoppers will have the opportunity to interact with their favorite vendors and discover new artists from the tri-city event through the website, a Facebook group as well as Instagram Lives, posts, and stories.

Participating artists and makers create ceramics, fiber arts, 2-D art and prints, food, clothing, children's items and toys, jewelry, bath and body items, photography, fine spirits, candles, housewares, items created from repurposed materials, woodwork, and more.

**Cleveland Bazaar:** The first Cleveland Bazaar show took place in 2004 at what is now 78th Street Studios, making it northeast Ohio's longest-running independent craft show, featuring artists from across the region and beyond.

**Crafty Mart:** Crafty Mart is an arts and cultural non-profit that supports local artists, makers, and artisans by providing opportunities to learn how to refine and expand their creative businesses through education and markets.

**I Made It! Market:** Established in 2007 to connect shoppers with small and local businesses through year-round, accessible marketplaces. The markets are community gatherings where shoppers discover quality handcrafted goods, connect with makers, and enjoy a variety of other fun activities. I Made It! Market's mission is to support its neighbors and promote sustainability through encouraging Pittsburgh to shop small.

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