



For Immediate Release
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RivahFest Vendor Opportunities Available

Tappahannock, VA (April 10, 2006) – Vendor applications still are being accepted for this year’s RivahFest, scheduled for Saturday, June 17, in downtown Tappahannock.

More than 100 artisans, crafters, flower and vegetable growers, food sellers, small businesses and community organizations displayed their products and services last year to a crowd estimated at more than 10,000. This year’s festival expects to attract an equally large crowd and organizers hope to present an even greater number and variety of shopping and dining choices.

“When vendors register by May 1,” said RivahFest Chair Sharon James, “they can be assured of being included in the printed festival guide, which helps boost their sales.”

RivahFest is organized into distinct areas that make it easy for festival-goers to find what they’re looking for, James added. Vendors are asked to choose one of the following categories when they complete their application, which is available at www.rivahfest.com:

Arts, Crafts and Antiques - Collectibles, baskets, candles, decoys, decorative accessories, garden décor, jewelry of all kinds, knitwear, paintings, prints, purses and totes, handmade soaps and scents, quilts, wooden furniture, and more. Limited space available; act now! More information: Marsha Wadsworth (mwadsworth@charter.net or 445-9872).

Farmers’ Market and Merchants’ Row – Baked goods, cosmetics, fresh flowers, fruits and vegetables, herbs and plants, pet treats and displays from all kinds of local businesses, non-

profit organizations and professional services firms. More information: Len Stewart (patricia.stewart@vec.virginia.gov or 333-5095).

Taste of Tappahannock – Festival food and non-alcoholic beverages, including seafood, barbecue, hot dogs and burgers, ice cream treats, funnel cakes, etc. Professional caterers, local restaurants and community organizations all are welcome. Only a few spaces remain! More information: Libbie Franklin (efranklin@bankofessex.com or 443-0169).

RivahFest keeps vendor registration fees comparable to those of other local festivals, James said. The event is funded primarily by sponsorships, program advertising and the sale of RivahFest logo items, with any profits put toward the following year's costs. Organizers incur a number of expenses to mount the free event for the community, including safety/security, sanitation, insurance, and musical entertainment.

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Photo Caption – Scores of crafters, small businesses, community organizations and other vendors have found RivahFest to be a worthwhile and enjoyable experience. Spaces for 2006 are filling up fast.