



**PRESS RELEASE
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Stephanie Richards
(606) 422-7333
stephanie.richards@uky.edu

Kristy Stevens
(606) 432-2534
kristy.stevens@uky.edu

Emily Nelson
(606) 432-2534
emilyknelson@uky.edu

Extension Fine Arts plans Local Online Marketplace

In recent years, online stores that cater specifically to items made by hand have burst onto the scene in a big way. Even online mega superstores have introduced special small business sections to their websites for homespun sellers to market their wares. The consumer demand for high-quality craftsmanship is up, as well as a renewed desire to spend dollars with unique small businesses instead of with large national chains. To perfectly intersect the two ideas of buying handmade products and shopping small, Pike County Cooperative Extension Fine Arts has big plans for small sellers.

The Pike County Extension Fine Arts Marketplace will be an online store dedicated to sharing and selling the fine art, handmade items, and locally produced goods of Pike County, KY residents. Artisans, crafters, and small business owners alike are all welcome to submit their work for this “online vendor mall.” The goal is to offer a large variety of items before the website goes live, so seller recruitment is currently the primary focus for this project. Original or printed two-dimensional fine art works (paintings, drawings, photography, etc.), quilts, ceramic objects, clothing, candles, stained glass pieces, handmade woodworked items, jewelry, home décor, and even registered KY Proud food items produced in Pike County are a few examples of items Extension Fine Arts is interested in showcasing. If it is made by a Pike Countian, it is eligible for the online marketplace. Please note, items affiliated with or sold through national or franchised chains or illicit items will not be accepted.

Extension Fine Arts will maintain and market the website for free, help sellers reach a worldwide audience, and provide business savvy assistance when needed. All sellers are required to do is continue making incredible





products while keeping 100% of their profit, and promise to safely ship their products to buyers in a timely manner once sold. All products will always remain with the seller until shipment. It's a pretty fair deal for an extra way to show off and sell work!

While many online stores specializing in handmade items already exist, Pike County Extension Fine Arts plans to create a place specifically for Pike County artisans and crafters as a way to better serve local clientele. Many individuals may be comfortable diving into the online world, but there are other talented folks who may feel as though they don't even know where to begin. Beyond simply posting items online, Extension Fine Arts intends to use this opportunity as a way to share business skills in a way that produces results. Working directly with sellers to properly photograph work, write intriguing item descriptions, and safely package and ship items are some of the ways this project promises to provide much more than other online services.

Those interested in taking advantage of this opportunity should email high quality pictures of their work along with an item description and price (remember to include shipping costs) to stephanie.richards@uky.edu. For questions or assistance, please feel free to contact Fine Arts Agent Stephanie Richards or Fine Arts Program Assistants Emily Nelson or Kristy Stevens by phone at (606) 432-2534 or send a message to [facebook.com/UKPikeArts](https://www.facebook.com/UKPikeArts).

