



DES MOINES EUROPEAN HERITAGE ASSOCIATION (DMEHA) (501c3)

Mission: As a grassroots non-profit, we serve as a platform to carry on European traditions, support language education and to create cultural awareness. We are a resource for lowans, immigrants, travel enthusiasts and international business professionals to connect with European cultural heritage and for cultural organizations who want to engage with their members in a cohesive and centralized manner.

FOR IMMEDIATE RELEASE:

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VENDORS AND PERFORMERS SOUGHT FOR UPCOMING CHRISTMAS MARKET
Christkindlmarket Des Moines 2016 Vendor and Performer Call Opens March 1

Beginning March 1, Des Moines European Heritage Association (DMEHA) is seeking vendors and performers for their Christkindlmarket Des Moines event, Dec. 2-4, 2016. Applications are available online on christkindlmarketdsm.com and must be completed by June 15, 2016.

Vendors may provide gifts, specialty items or food. In order to create an atmosphere similar to a traditional Christmas market, products should be seasonal, handmade and European inspired. Some potential items include handmade ornaments, fresh wreaths and centerpieces, pottery, hand-blown glass and a variety of European food. Several criteria will be used to select products including handcrafted production, original designs, where the product is from, among others.

DMEHA is also seeking acts to perform during the three-day event. Performers will be selected based on uniqueness and variety. Some examples of performances include yodeling, European folk music, clogging and church choirs.

If selected, vendors will lease stalls for the three-day event. Stalls include display space, signage, electricity and overnight security. Entertainment acts will perform in a heated tent or outdoors during Christkindlmarket Des Moines. Additional information and guidelines for both vendors and performers is available online. DMEHA feedback on proposals will be provided by July 1, 2016.

Vendor offerings and traditional entertainment are an essential part of Christmas markets. In addition to providing an alternative shopping experience for visitors, they add to the immersive atmosphere. Christkindlmarket Des Moines is a place where the community can come together to celebrate European heritage, culture and the holiday spirit. The first of its kind in the city, Christkindlmarket Des Moines will pay homage to the long-standing, traditional, European open-air markets that bring in the Advent season each year.

Sponsored in part by Darcy Hines Designs and Drake University Department of World Languages and Culture. Please visit <http://www.christkindlmarketdsm.com> for a complete list of sponsors.

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Photos: <http://ow.ly/w2bJZ>

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