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**FOR IMMEDIATE RELEASE**

HORNETS' NEST ETSY STREET TEAM PRESENTS  
A HOLIDAY CRAFT AND COMMUNITY EVENT --  
CRAFT ATTACK 2009  
*At Independence Park, the Ultimate Craft and Community Crawl*

*Charlotte, NC – September 26, 2009* – As the holiday shopping season quickly approaches, the discerning public demands a more unique and personal touch in its gift-giving each year. The Hornet's Nest Etsy Street Team presents a craft and community event that unites over 50 local super-talented indie artisans and crafts-persons in one beautiful venue for the perfect autumn shopping experience. The team supports the community with booths such as the Animal Adoption League's pet education center and an activity center hosted by the NC Deaf-Blind Associates. This free festival takes place at Independence Park (Hawthorne and 7<sup>th</sup> St) on Saturday, October 10<sup>th</sup>, from 10am to 5pm. Everyone is welcome.

"There's nothing like being face-to-face with the person whose hands actually created that perfect gift. You learn what inspired the artisan to bring the piece to life, why she is so passionate about her work, and what makes each item so very special", says Sue Harnach, one of the event organizers. "You just can't get that personal touch in the commercialized venues we are so inundated with nowadays. Buying a unique, handmade gift from an independent crafts-person shows how much you really care and is so much more personal than the typical gift card."

Inspired by the outstanding artisans that they've met via Etsy.com, the Hornet's Nest team decided to showcase that talent in their hometown of Charlotte. Through Etsy, an online marketplace for all things handmade, the team has networked with like-minded art and craft talent to share business experiences, promotional ideas, skill shares, and social events. Providing today's discerning holiday shoppers with a fine array of talented indie crafts-persons and artisans, in a relaxed, festive shopping experience, is a perfect extension of the team's mission. The festival is also made possible by the incredible support of the Charlotte/Mecklenberg Parks and Recreation Department, Creative Loafing and Etsy.

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For more information: <http://www.CraftAttackNC.com/>

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