



Humboldt Made

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Press Release

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Glitz and glamour on the Red Carpet - A New Chapter for the Humboldt Story

Join the greater Humboldt community for a Red Carpet Film Premiere featuring videos of a new generation of Humboldt Made businesses and business owners-created by local filmmaker and a winner of the 2012 Economic Fuel competition, Malcolm DeSoto.

On Saturday, September 7th Humboldt Made will proudly debut their latest collection of short films featuring many well known and lesser-known Humboldt businesses and entrepreneurs. Event goers will strut down the red carpet at the Historic Eureka Theater, sample local delicacies and libations, and be the first to view original films celebrating Humboldt Businesses who are growing a new economy and writing a new chapter in the Humboldt Story. Malcolm Desoto, of Runaway Kite, the production company behind the videos says, "I'm very excited to be working on the Humboldt Made project and to have a chance to take part in forming a new identity for the community I've lived in for so long. The journey in making these films has been a long, challenging and rewarding process."

The Red Carpet is rolled out at 6:00 PM and Emcee Mike Dronkers of KHUM and Lost Coast Communications will kick off the evening at 7:00 PM. "We all know Humboldt's producers will choose quality over quantity every time. Nobody prides themselves on a watered-down, mass-produced product. Humboldt Made is unlocking revenue from like-minded customers around the world, and it's exciting to watch it all unfurl," says Dronkers.

“Besides being hugely entertaining, this event will instill a great deal of pride in those who are invested in the present and future of Humboldt County”, says Angeline Schwab, Executive Director of Humboldt Made. “Humboldt Made is a community-based economic development effort, which means there is room for everyone to be part of this story by promoting the entrepreneurs who are helping to secure our community’s future. This is our coming out party. Everyone is invited. Come! Eat, drink, laugh, and experience this new storyline.”

The mission of Humboldt Made is to grow the Redwood Coast economy by supporting homegrown businesses large and small and providing development support that results in job creation. Humboldt Made provides this support by creating sales opportunities, administering campaigns and promotions, providing access to expertise and shared branding that links our businesses, their products, and Humboldt County, to consumers.

Humboldt Made services are available to businesses that make artisan products in Humboldt County. Full membership criteria are published at www.HumboldtMade.com.

The Eureka Theater is located at 612 F Street in Eureka. Tickets are \$5 in advance or \$10 at the door. Tickets can be purchased online at www.HumboldtMade.com/premiere, or at the following locations: Wildberries Marketplace: 747 13th St, Arcata; Los Bagels: 1061 I Street, Arcata and 403 Second Street, Eureka; Mr. Fish Seafood: 2740 Broadway St, Eureka; Mad River Brewing: 101 Taylor Way, Blue Lake.

Films will feature the following Humboldt Made companies: Baroni Designs, California Redwood Company, Eel River Organic Beef, Fire & Light, Humboldt Hardware, Los Bagels, Mad River Brewing Company, Moonstone Crossing Winery, Old Town Coffee & Chocolates, Sun Valley Floral Farms, Wildberries Marketplace, Diane's Sweet Heat, Humboldt Hotsauce, Mr. Fish, Monument Mountain Vineyards, Natural Decadence, Humboldt Bay Tourism Center, Planet Chai, Humboats Kayak Adventures, Fieldbrook Winery, Dick Taylor Chocolate, Pacific Outfitters, Rita's Specialty Foods, Wallace & Hinz

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