



PRESS RELEASE
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Folk & Tribal Arts Marketplace Returns in December to SB Museum of Natural History

Annual fundraiser offers one-of-a-kind holiday shopping experience that gives back

- Friday–Sunday, December 3–5, 10:00 AM–5:00 PM
- Free admission and parking
- VIP Shopping Night: Thursday, December 2, 5:30–8:00 PM (\$20/ticket)
- 20 vendors representing 30 countries
- 25% of sales benefit Museum exhibits and science education programs
- For more information, visit sbnature.org/tribalarts.

SANTA BARBARA, CA — Santa Barbara’s most unique holiday shopping experience is back! From December 3–5, the Santa Barbara Museum of Natural History will once again host its popular three-day indoor/outdoor shopping extravaganza, Folk & Tribal Arts Marketplace.

This year, the event showcases 20 vendors representing more than 30 countries, featuring an amazing selection of baskets, décor, ethnographic art, furniture, jewelry, clothing, pottery, rugs, sculpture, and more. Whether guests are shopping for gifts, adding to their collections, or just looking to treat themselves, they can shop around the world for unique, exotic treasures both whimsical and practical. Admission and parking are free.

Savvy shoppers can get first dibs on unique items at VIP Night on Thursday, December 2 from 5:30–8:00 PM. A limited number of VIP guests will enjoy delicious wine, appetizers, and desserts while getting first pick of an unparalleled selection of unique, authentic gifts from around the world. Tickets are \$20 per person and available at sbnature.org/tickets.

The festive atmosphere and discerning shoppers make the marketplace a hit with vendors, too. RoHo Goods founder Caleigh Hernandez explains: “We do a number of pop-up events, we sell online, and we sell wholesale. But Folk & Tribal Arts Marketplace is our favorite. Everyone wants to know the story of what we’re selling. At this event, people actually care about how our goods are made, and that feels really special. People come looking for unique items.”

RoHo is a Santa-Barbara-based business that partners with talented artisans in Kenya and Cameroon to import beautiful shoes, purses, jewelry, and home décor with the goal of uplifting both customers and creators. “We’re committed to giving back to our artisans,” says Hernandez, who was born and raised in Santa Barbara. “That means paying our artisans fair trade wages and above, and sending their kids to quality schools.”

SANTA BARBARA MUSEUM *of* NATURAL HISTORY

While at the Museum, guests can also enjoy food and refreshments from three food trucks offering American comfort food favorites and tacos. They can also explore the Museum's indoor and outdoor exhibits for free.

Shoppers are encouraged to be generous to their loved ones while supporting international artisans and the local community: 25% of proceeds benefit Museum exhibits and education programs. For more information, visit sbnature.org/tribalarts.

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About the Santa Barbara Museum of Natural History

Powered by Science. Inspired by Nature. Founded in 1916, the Santa Barbara Museum of Natural History inspires a thirst for discovery and a passion for the natural world. The Museum seeks to connect people to nature for the betterment of both, and prides itself on being *naturally different*. For more information, visit sbnature.org.

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Handmade alpaca wool items from Peru

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Alebrijes (mystical animal sculptures) from Oaxaca, Mexico



Handwoven baskets from Nigeria

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Jewelry and accessories from Kenya and Cameroon (RoHo)