

Pitch: Calendar Listing

Contact: Lihua Cui, journalist from People's Daily

Doc Name: Charity_Market Event Pitch. docx

Subject: Bluesheepcrafts' Free Charity Market Supporting Artists with Disabilities on May 17

Dear Lihua,

My name is Yuting Zhou, and I am the public relations advisor for Bluesheepcrafts. I've followed your articles in *People's Daily* and noticed your frequent coverage of social welfare-related topics, such as the "Fortune Lottery Station". It is for this reason that I believe our upcoming Charity Market hosted by Bluesheepcrafts might be of interest to you.

This year, Bluesheepcrafts is partnering with the founder of the "Moss Flower Convention" and chefs specializing in Intangible Cultural Heritage cuisine to organize a charity market, aiming to advocate fair employment opportunities for disabled artists. The Charity Market will showcase handcrafts infused with Tibetan culture, exhibiting and auctioning pieces that reflect historical and cultural traditions. Additionally, invited chefs will prepare ICH dishes, providing an immersive experience of vibrant Sichuan culture alongside delicious cuisine.

The event will take place on Saturday, May 17, from 2-6 p.m., at 35 A Qu Gaoshenqiao North St., Chengdu. Entry is free. I've attached a detailed media advisory to this email for further information and in hopes you will both help us promote this important event and also attend. If you would like me to reserve a seat for you, please contact me at yutingzhou2004@163.com before the event. I look forward to your response.

Best,

Yuting Zhou

Public Relations Advisor

Bluesheepcrafts

yutingzhou2004@163.com

File Name: Calendar Listing



CALENDAR LISTING

CONTACT: Rachel Grace Pinniger
Founder, Chief Executive Director
raypinniger@fastmail.com

Bluesheepcrafts Hosts "Moss Flower Convention" Charity Market and Public Lecture A Family-Friendly Market Selling Handcrafts Made by People with Disabilities.

*Saturday, May 17, 2025, 2-6 p.m., at the Bluesheepcrafts Store,
35A Qu, Gaoshenqiao North St., Chengdu, China*

- WHAT:** Bluesheepcrafts hosts the "Moss Flower Convention" charity market and public lecture, a family-friendly market selling handcrafts made by people with disabilities. This initiative is committed to providing them with fair employment opportunities.
- WHERE:** Bluesheepcrafts Store, 35 A Qu, Gaoshenqiao North St., Chengdu, China
- WHEN:** Saturday, May 17, 2025; 2-6 p.m.
- DETAILS:** The market will be hosted by Bluesheepcrafts and 10 local handicraft stores in Chengdu, selling handmade crafts created by artisans with disabilities and incorporating cultural elements from around the world. Additionally, the event will feature activities such as cooking demonstrations by chefs specializing in Chengdu's traditional delicacies and conclude with a charity speech by the initiator of the Moss Flower Convention.
- SCHEDULE:** 2 p.m. - Opening ceremony
3 p.m. - Chefs of ICH introduce the food culture behind traditional dishes and demonstrate the preparation of ICH cuisine.
5 p.m. - Charity speech of the initiator of the Moss Flower Convention.
6 p.m. - Market ends.
- HOW TO JOIN:** Make a reservation on the WeChat official platform: 岩羊bluesheep
- MORE INFO:** For more information, please visit <https://bluesheepcrafts.com> or go to the official WeChat account: 岩羊bluesheep.

Bluesheepcrafts was founded in 2013 by Dr. Rachel Grace Pinniger as a non-profit store in Chengdu City, with a mission to create opportunities for individuals with disabilities to earn a living through the sale of handcrafted products. To date, awarded as one of Sichuan's Top 10 Small and Micro Enterprises, Bluesheepcrafts has established connections with over 35 small enterprises and 600 disabled producers as for its distribution network. For more information, visit <https://bluesheepcrafts.com> or call +86 15882462959.

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