

PRESS RELEASE
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FOR IMMEDIATE RELEASE:

EVENT NAME: The Lone Star Ladies Present: Shop Austin
"Shop Local, Shop Affordable, Shop Austin!"

A Fundraising Event for the Frontier Scholarship

LOCATION: Saenggerrunde Hall, 1607 San Jacinto Blvd, Austin, TX 78701
DATES: Saturday, April 17, 2010
TIME: 10:00am to 6:00pm
ADMISSION: \$10.00, with \$5.00 of each ticket going to support the Frontier Scholarship

AUSTIN, TX: The Lone Star Ladies are pleased to present Austin's 2nd annual premiere-shopping event, "SHOP AUSTIN", featuring a juried selection of 50 handmade artisans, a complimentary Beauty Lounge sponsored by milk+honey day spa, delicious sweet and savory gourmet food in the cafe, and the presentation of the Frontier Scholarship Recipient.

The first thirty shoppers to arrive will receive a "goodie bag" stuffed with great giveaway items from vendors and local businesses, and printed by "Extra!Extra!" Sponsor, [South Side Sanctuary](http://SouthSideSanctuary.com). Shopping begins at 10:00 a.m., and admission is \$10; tickets available in advance via the website, or at the door. Plenty of free parking is available near Saenggerrunde Hall.

Shoppers from the 2009 event said "Shop Austin is a 'hip and upscale' event to attend, which appeals to more than just the DIY crowd." "We want to offer the finest shopping experience in Austin - family friendly, community supportive, and featuring top notch artisans - all set in a uniquely Austin location that celebrates our rich Heritage," says Anne Marie Beard, Co-Producer of the event. "The addition of the Frontier Scholarship is a life-long dream come true - we hope to nourish a little seed of artistic vision and hope in Austin, Texas."

Frontier is a scholarship program founded by The Lone Star Ladies in 2010, and Shop Austin is the major fundraising event for the program. The scholarship is available to seniors graduating from an AISD school in the spring of 2010 who plan to study the handmade arts. The scholarship recipient will have the option to use the funds for traditional and non-traditional education or study of the applied arts. The application period is from 2/25/10 - 3/25/10. More information and an application can be found online at www.TheLoneStarLadies.com, and "Extra!Extra! Sponsor, [Country Lifestyle](http://CountryLifestyle.com) is providing a \$5 donation to Frontier for each magazine subscription.

Additional sponsors for this year's event include the [Hyatt Regency Austin](http://HyattRegencyAustin.com), [The River 102.3](http://TheRiver102.3.com), [The Onion](http://TheOnion.com), and [*annemarie* Style for the Individual](http://annemarie.com). The Beauty Lounge will have complimentary mini-manis, eyelash styling and hairstyles provided by [milk+honey day spa](http://milk+honeydayspa.com) and \$10 chair massages from [White Daisy Bodyworks](http://WhiteDaisyBodyworks.com).



- ABOUT THE LONE STAR LADIES -

The idea for **The Lone Star Ladies** was created in March of 2008 while Anne Marie was on a visit to see Allison in San Diego, CA. After a long day at a local shopping event most sisters would be tired, but Anne Marie and Allison were energized knowing the event they had just come from could have been better, for the vendor and shopper alike. **The Lone Star Ladies Present: Shop Austin** is the result of a major brainstorming session that took place that evening on Allison's back porch.

After the 2009 show, Anne Marie and Allison continued to see the need for handmade vendors to be promoted year-round and for aspiring handmade artisans to have financial support in order to succeed. With these goals in mind, The Lone Star Ladies started [Handmade Happenings](#), which is an Ezine and Blog covering "all things handmade" for Austin and San Diego, and founded the Frontier Scholarship.

- ABOUT THE LADIES -

Anne Marie and Allison are 5th generation Austinites and have family roots that run deep in the capital city of Texas. Their family's ancestors include a rich heritage of Sharp Shooters, Entrepreneurs, Antiques Dealers, Artists and even an original Texas Ranger. Austin and its surrounding areas are an important part of their heritage and they hope to honor the unique flavor of Central Texas with an equally unique event production company. The Lone Star Ladies focus on connecting handmade vendors who represent the taste, culture and fun environment of Austin, with shoppers who expect the latest in design and best in construction.

Anne Marie, the younger of the two sisters, discovered her love of art at an early age and was thrilled to have a Grandfather with a passion for art and a Mother and Grandmother who shared their sewing skills with her. Anne Marie earned her BA in Costume Design from the University of Texas, and began her business designing handbags while still a Senior. Since 2002 Anne Marie has participated in hundreds of shows around Texas, and has earned a reputation for excellence in design and construction of her fabulous artisan handbags and accessories. Anne Marie's work cannot be defined by a single category such as craft, art, or fashion: it is a culmination of all three. It is her unique style and value of quality that will attract vendors whose work is similarly appealing across multiple markets.

Anne Marie leads the 500+ member networking group The Babes in Business, teaches sewing classes at The Stitch Lab, and recently mentored a 5th-Grader with the Cherrywood Art Fair's Big Artist/Little Artist program. She has been featured in publications such as the Austin-American Statesman, Austin Monthly, KUT Radio, and many more.

Allison currently resides in San Diego, CA with her husband of 20 years, Lt. Kevin Wall, and their two beautiful daughters, Greta, age 17 and Erin, age 15. Her life as a Navy Spouse has given her the opportunity to travel the United States and live in Texas, New York, Connecticut, Georgia and now beautiful San Diego, as well as visit many of the 50 contiguous United States. Throughout all her travels, she has maintained her Texas pride and strong relationship with her family, including her youngest sister Anne Marie.

Over the years she continued to offer advice to Anne Marie on her business ventures and became more and more interested in starting a business with her youngest sister. Her love for the arts and entrepreneurial spirit provided a great springboard to dive right into The Lone Star Ladies. 2008 - 2009 was a year of adventures, obstacles, self-exploration, innumerable amounts of phone and computer time, learning how to blog for the first time, laughter, tears and ultimately success, and it all made her want 2010 to be even better! Her eyes were also opened to the possibilities for Handmade Happenings in San Diego, so look out for what will happen next for this oldest sister of The Lone Star Ladies!