



BUTTON DISPLAYS: TIPS FOR YOUR CLUB'S PRESS RELEASE

- ❖ Headline for press release
- ❖ The date you want to release it.
- ❖ Your contact info: Name, email, phone
- ❖ Summary bullet points
- ❖ Intro paragraph explaining your action
- ❖ More details
- ❖ Quotes and more relevant material
- ❖ All about your Club

Yes, Sewing Buttons are on Display The month of March Display at Greenfield, Library, Ottawa, ON.

Contact: Name,
Ottawa Valley Button Club,
Email, Phone number

Immediate Release

- **Antique buttons on Display**
- **18th Century Buttons as Pieces of Art**
- **Vintage Button like your grandmother had**

YOUR CITY: In _____, the Greenfield Library will display fabulous Antique and Vintage Sewing Buttons from the XYZ Button Club during March.

The club's display features those buttons often found in grandmothers' button boxes and expensive buttons made in the early 1800s. One card of painted enamels has buttons with floral designs and people, animals, and designs – all valued by collectors.

Recently there is an absolute rage among button collectors for 'moonglows," glass buttons made in West Germany. They were made in the 1950s and 60s and sold by B. Blumenthal and Company. XXX in the XYZ Club has a card of 42 small Moonglows on display.

"When I tell people I collect sewing buttons, they usually raise their eyebrows and smile. But when I show them what I collect, it is fascinating to see how surprised they are at the buttons' beauty or how many unusual designs and materials there are. They certainly become much more interested!" says Susan Smith, XYZ member.

The NYZ Button Club meets several times a year to learn about preserving and displaying buttons. The Greenfield Library display will give you an introduction to the fascinating discovery journey that can involve history, art, fashion, socio-economics, craft, and production.

The Library is located at...
and is open....

Figure 1
From Kaye Reed
Collection



Figure 2 From the Lucy Carriero Traverse Collection

