

The Longaberger® Company

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LONGABERGER TO BRING AMERICAN CRAFT TRADITION TO JELLY BELLY Visitors Can Weave Commemorative Basket, Shop for Retired and Revered Treasures

FAIRFIELD, Calif. – Hundreds of basket enthusiasts and lovers of American craft will travel to Jelly Belly as The Longaberger Company, America’s premier maker of handcrafted baskets, joins in the Jelly Belly Basket Fest Thursday, March 6 through Sunday, March 9. Hours are from 9 a.m. to 7 p.m. each day except Sunday, which has hours of 8 a.m. to 7 p.m.

The Basket Fest provides visitors with the opportunity to make their own baskets with Longaberger’s basketmakers and shop for American-made Longaberger baskets and other products at the Longaberger Factory Store and Homestead Store. In addition, those interested in operating a home business can learn how to become a Longaberger Home Consultant. Admission to the Basket Fest is free. Event features:

- Make your own basket. Our unique Make A Basket™ experience pairs you with one of our expert basketmakers, who helps you weave an exclusive Jelly Belly Event Basket with yellow and red trim strips and Jelly Belly tack covers (Just \$59.95, plus tax). Walk-ins are welcome.
- Shop our Factory Store. Longaberger opened its first-ever Factory Store in 2007 at its basketmaking facility in central Ohio. The Factory Store features retired and revered Longaberger Baskets, pottery and wrought iron. This marks the first time that Longaberger will bring its Factory Store to Jelly Belly in California.
- Shop our Homestead At Home Store. This shopping venue features home décor, clothing, collectibles, gift items and accessories for your Jelly Belly Event Basket.
- Meet Longaberger family members who will be there each day to sign your favorite Longaberger products.
- Sign up for Longaberger and Jelly Belly Giveaways that will take place every hour.
- Enjoy Jelly Belly factory tours, free samples and much more!

Longaberger's basketmakers hand weave baskets much the way they were made more than 100 years ago, when the Longaberger family's basketmaking tradition got its start.

Founded in 1973, The Longaberger Company (www.longaberger.com) is America's premier maker of handcrafted baskets and offers a variety of other home and lifestyle products, including pottery and other tableware, wrought iron and fabric accessories. There are approximately 45,000 independent Home Consultants located in all U.S. states who sell Longaberger products directly to customers.

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