

[Sample press release for background story on The Hot Pot Spot.]

Contact:
Ima Jolica
The Hot Pot Spot
555-SPOT
ima@hotpotspot.com; www.hotpotspot.com

PAINT-YOUR-OWN-POTTERY STUDIO OPENS IN GREENVILLE

Part of a growing nationwide trend, The Hot Pot Spot offers ceramics fun.

FOR IMMEDIATE RELEASE—On June 1, Greenville residents will have a new choice in entertainment. The Hot Pot Spot (located at 111 E. Greenville Boulevard) will open its doors at a Grand Opening gala. Part of a growing nationwide trend, this paint-your-own-pottery studio offers a creative alternative to movies, ballgames and hanging out by the pool.

"We have designed our studio to be a wonderful place to gather as a family and create great memories together," states Ima Jolica, owner of The Hot Pot Spot. "No creative or artistic ability is required to have fun," notes Jolica. "We work hard to ensure that 'visiting artists' relax and enjoy the process of making one-of-a-kind ceramic pieces that they will treasure just as much as the time spent together making them."

At The Hot Pot Spot, it's easy to learn and explore the ceramic arts. Here's how:

- ~ First, select "bisque" from studio shelves. Bisque is clay that has been formed and fired once to make it ready for painting. The Hot Pot Spot offers a wide range of bisque that appeals to every member of the family—from plates, mugs and salad bowls to sports banks, frames, and skateboards, plus boxes, lizards, ballet shoes and much more.
- ~ Second, select colors and plan design. The Hot Pot Spot staff members are well-trained in helping fledgling ceramists choose colors, plan a design and use simple design tools such as sponges, decals, stencils, stamps and transfer paper.
- ~ Third, relax, paint and enjoy! Families, co-workers and friends find that time spent at a ceramic studio's painting tables is relaxing and rejuvenating.
- ~ Fourth, leave painted pieces at the studio where staff will then dip them in clear glaze and fire in the studio's kiln.
- ~ Finally, return a few days later to retrieve your fabulous fired creations. Most studios ship finished pieces to out-of-town painters, too

Besides being a great way to share creative time with your loved ones, paint-your-own-Pottery studios help you make personalized gifts, too. Popular favorites are handprint or footprint plates, address plaques, personalized mugs for a whole family, personalized piggy banks, even pasta bowls; the range of personalized gifts is only limited by your imagination!

The Hot Spot Pot is located at 111 E. Greenville Blvd.. Hours: Tuesday through Saturday, 10am through 9pm. Contact The Hot Pot Spot at 555-SPOT for more details. The Hot Pot Spot is a member of the Contemporary Ceramics Studios Association. (ccsaonline.com)

We will be happy to provide details and photography or schedule a media visit. Contact Ima Jolica at 555-SPOT or e-mail Ima at ima@hotpotspot.com.