

October– For Immediate Release Press Release and Fair Schedule

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Interviews and photo shoots can be arranged

Announcing the 44th Annual Santa Cruz Fungus Fair

Mushrooms of the Old Growth Forests

January 12, 13, 14, 2018

Presented by the Fungus Federation of Santa Cruz

Web Site <http://ffsc.us>

Friday January 12, 1 PM – 5 PM

Saturday and Sunday, January 13 & 14, 10 AM – 5 PM

Louden Nelson Community Center, 301 Center Street, Santa Cruz, CA

Admission: General \$10, Seniors (60+)/Students \$5, Kids under 12 free with adult admission

Friday Admission: \$5 for everyone

Come to Santa Cruz and explore "Mushrooms of the Old Growth Forests"! Learn interesting and fun facts about the hundreds of beautiful and fascinating species of mushrooms found in the Santa Cruz and Monterey Bay area. Fungi will be beautifully displayed in a re-created woodland habitat. This unique Santa Cruz tradition features three days of fantastic fun, informative speakers and demonstrations, with fungal activities for the whole family

The FFSC actively promotes the study of mushrooms, and is dedicated to encouraging an avid interest in the fungal kingdom. We hunt mushrooms for scientific interest and for the table. We encourage a sense of wonder with regard to one of the least understood segments of our global environment. We are fungiphiles, and you just might be one, too...

ACTIVITIES

FFSC mushroom experts will be available throughout the fair to identify the mushrooms you've found. Bring yours, ideally stored in a paper bag rather than plastic. Paper allows fungi to "breathe" and keeps them fresher!

Nationally and locally renowned speakers will present talks on a wide variety of topics, including cooking demonstrations with wine pairings, in the Main Lecture Room (Room 3) and the Mushrooms 101 Room (Room 1). See **Program Schedule** for details.

The **Habitat Display Area** will present hundreds of mushroom species commonly found in the Santa Cruz and Monterey Bay area.

Visit the **Kid's Room** for mushroom activities such as clay sculpture, water colors, face painting, mushroom art and making mushroom dyed fabric. Peruse the fungus exploration area and look at spores through a microscope.

Visit the **Vendor Rooms** to find a phenomenal assortment of food, books, fresh and dried wild mushrooms, growing kits, artwork, mushroom-dyed silks, jewelry and more. Also food vendors are located throughout the venue.

Attend the **After Hours Mushroom Dinner**, a catered, multi-course sit down dinner with live music. Each course will be paired with wine. Always a sell-out, separate Admission is required. See website for details.

Throughout the three day event, Fungus Fair attendees will be able to learn more about local mushrooms, view remarkable **mushroom arts and crafts**, taste unusual and exceptionally good fungal fare, and be a part of the FFSC's overriding mission – "We Keep the Fun in Fungi!"

For more information and bios please visit our website (<http://ffsc.us>) or contact the Publicity Coordinator.

John Munoz 831-229-8822

The purpose of the Fungus Federation of Santa Cruz, a non-profit 501(c)(3) organization, is to expand the understanding and appreciation of mycology (study of mushrooms) and to assist the general public, related institutions, and societies to further this goal. The annual Fungus Fair is a major contributor to this important educational process and thousands benefit from this activity every January. Many continue the learning process throughout the year at monthly meetings and activities open to the public.



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PROGRAM SCHEDULE

Friday 1:00 – 5:00

2:00 – 3:00

Professor Terry Henkel of Humboldt University

Gaps are good: fungi and forest dynamics in Northern California

3:30 – 4:30

Todd Spanier of California Truffle Orchards

Black Gold – A discussion and taste of the world’s most prized mushroom

5:00 – 9:30

After Hours Mushroom Dinner

(Separate Reservation and Admission required, see website for details)

Private tour of auditorium with Mycologists

Dinner catered by Chef Chad Hyatt, Pairing with owner and winemaker

Jeff Emery of Santa Cruz Mountain Vineyard, and LIVE Music by George

Heagerty and Never the Same

Saturday 10:00 – 5:00

11:00 – 12:30

Christopher Hobbs, Medicinal

Science and controversies of mushroom products

1:00 – 2:30

Panel with Professor Terry Henkel, and Noah Siegel and Christian Schwarz – authors of “Mushrooms of the Redwood Coast”

The value of old growth forests in fungal conservation

3:00 – 4:30

Chef John Paul Lechtenberg of Hollins House Restaurant, Santa Cruz with wine pairing

Sunday 10:00 – 5:00

11:00 – 12:30

Professor Terry Henkel of Humboldt University

Fungi as food and drink: ethnomycology of tropical indigenous peoples

1:00 – 2:30

Christopher Hobbs, Medicinal Mushrooms

Properties and diversity of cooked mushrooms for health

3:00 – 4:30

Chef John Walla of Heartical Foods – Santa Cruz

