



FOR IMMEDIATE RELEASE

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Rosie Rally Home Front Festival Returns to Richmond
Event Celebrates the Diversity of our Heritage

RICHMOND, Calif. – A sea of red and white polka-dot bandanas will flood the Craneway Pavilion in Richmond, Calif., on Saturday, Aug. 11, when thousands dressed as the iconic Rosie the Riveter will gather to celebrate the spirit of the women who rallied to support the home front effort during World War II.

“We’re rallying to show how women made a difference during one of the greatest challenges in our nation’s history,” said Marsha Mather-Thrift, Executive Director of Rosie the Riveter Trust. “Women across the nation, and here in Richmond, took on work that prior to this pivotal moment had mostly been the exclusive realm of men. These stories inspire as we continue to struggle for equity today. This year we are striving to reach a wider and more diverse audience than ever before because everyone participated in this effort.”

“The need for more workers brought new opportunities to many, including African-Americans, Chinese-Americans, Mexicans, and others, as well as the disabled. They moved into wartime jobs both to gain skill and to support their country,” said Kelli English, Chief of Interpretation for the Rosie the Riveter/World War II Home Front National Historical Park.

The Rosie Rally will be held at the Craneway, a former Ford Assembly Plant, which produced some 50,000 tanks and jeeps during a 3 ½ year period during World War II. The Craneway is adjacent to the site of four Kaiser shipyards that out-produced other Bay Area shipyards, and supplied 747 ships to the national war effort.

The Home Front Festival, from 11:00 a.m. to 4:00 p.m., will feature exciting WWII and park-themed activities, including the East Bay Regional Parks’ Mobile Fish Tank and Nature Van, interactive Rosie-style building projects, ranger programs; great hands-on and fun activities for children; historical displays including information about the Red Oak Victory ship, Victory Gardening information from the UC Master Gardeners’ program, as well as other exhibitors. Food trucks will offer a variety of ethnic cuisines along with vendors selling Rosie-the-Riveter-themed items. Entertainment at the festival, coordinated by East Bay Center for the Performing Arts, will include a Big Band, Texas Swing group, Hip Hop performance, a Mexican trio, and 1940’s era music with swing dancing in the afternoon.

The event begins at 11 am with a meet-and-greet with Rosies who worked on the WWII Home Front, and a program to honor the women and men of the WWII Home Front, including the Rosies (riveters, welders, electricians, draftswomen....) along with the many others who provided support in a time of national crisis.

In a modern twist to capture the fascination of this important history, Niantic will conduct a specially-themed Pokemon Go game along the waterfront at the Craneway and near the national park visitor center, encouraging people to explore the Bay Trail that stretches from the Rosie the Riveter Memorial to the event. Niantic is an AR technology company focused on creating outdoor experiences through tech, with games including Ingress and Pokémon GO.

Those dressed in costume for the Rosie Rally will also benefit from a host of special discounts throughout Richmond on the day of the event, including admission to the Columbia Sportswear Employee Store at Mountain Hardwear where a portion of sales from the day will be donated to the Rosie the Riveter Trust. A variety of restaurants, shops, breweries, a winery, coffee shops and other local businesses in nearby Point Richmond and beyond will also be offering free or discounted items or services to rally participants dressed in any costume or identified by a wrist band picked up at the event.

From 11 am to 1 pm, there will be a Costume Contest with prizes for the winners in several categories, including:

- **Best authentic 40's period costume**
- **Best traditional Rosie costume**
- **Best non-Rosie Home Front worker**
- **Best parent/child costume**
- **Most creative interpretation of Home Front History**

A grand prize will be awarded by the audience for the best costume in the categories above.

The events are co-sponsored by Rosie the Riveter Trust and the Rosie the Riveter/WWII Home Front National Historical Park, along with partners that include the City of Richmond, Visit Richmond, and East Bay Center for the Performing Arts. Carpooling, biking and busing are encouraged, as parking will be limited. Public transit and shuttles from the Richmond BART beginning at 10:30 am will be available.

For the most up to date information on the event, RSVP by visiting www.rosietheriveter.org/event/rosierally.

Assemble your costumes early with a "Rosie Rally Pack" (special polka dot bandana and red socks) available at the Rosie the Riveter Visitor Center Gift Shop for \$8.00. Limited "Rosie Rally Packs" will be available at the rally on the day of the event for \$10.00. Purchase in advance, as supplies on August 11th may run out.

Rosie the Riveter Trust is the official nonprofit partner building support to expand public education programs and preserve historic resources for the Rosie the Riveter/WWII Home Front National Historical Park, the flagship national park for telling stories about home front efforts across the United States.

For more information, visit: www.rosietheriveter.org

Event Details:

Rosie Rally 11 a.m.-4 p.m.
Craneway Pavilion
1414 Harbour Way South
Richmond, Calif.

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NOTE TO EDITORS: A pre-event photo opportunity with some Richmond Rosies will be available on Friday, Aug. 3, from 10 – 10:30 a.m. at the park's Visitors' Center.