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Rosie Rally Home Front Festival on Richmond Shoreline

Annual event celebrates women and men who contributed to the war effort locally

RICHMOND, CA. – Calling all Rosies! It’s time to pull on your work clothes and tie on your red and white polka-dot bandanas in the signature “Rosie the Riveter” style. Bring your friends and family out to the **Rosie Rally Home Front Festival** at the Craneway Pavilion on **Saturday, August 10th** to honor the legacy of all who contributed to the war effort at home during World War II. The festival will be a fun and informative community event with thousands of costumed Rosies on hand.

Program – The festival takes place from 11:00 a.m. to 4:00 p.m., with a program of speeches and recognitions scheduled to begin at 11:15 a.m. Festival highlights include historical WWII and park themed activities including **welding** demonstrations taught by the Northern California Carpenters Union, **shipyard badge making**, educational **victory gardening**; a **Bay Trail history walk**, a chance to board a real **WWII Jeep**, and an opportunity to visit **Shipyard 3** and go aboard the **Red Oak Victory ship** to learn about ship construction.

Nature and park activities will include marine conservation demonstrations, the **East Bay Regional Parks’ Nature Van** with local reptiles, and the **Golden Gate Parks/One Tam nature van**. Other highlights include **films** at the **National Park Visitor Center**, Assemble Restaurant, and **food trucks** throughout the day. There will also be stage entertainment in a variety of 40’s musical styles provided by East Bay Center for the Performing Arts, including well-known performers George Cole and Tiffany Austin.

Meet the Rosies – Immediately after the program, original Rosies will be available to take questions and share stories about their education, training, and work during World War II. These ladies worked as welders, electricians, draftswomen and, of course, riveters. Their groundbreaking efforts were hailed as critical to the war effort and to breakthroughs for women in the workplace.

“The Rosie Rally Home Front Festival is all about celebrating the women who joined the home front workforce to promote global peace, and who continue to inspire women today,” said **Marsha Mather-Thrift, Executive Director of Rosie the Riveter Trust**. “We also honor the women, men and children who supported the war effort in myriad ways. And we are very lucky to have some joining us for the rally.”

“The Park Service loves teaching visitors how ordinary men and women supported the war nationally as well as locally. Many visitors may not know that Richmond contains more intact WWII home front sites than any other place in the United States, and our Visitor Education Center is a wonderful place to learn all about it,” said **Kelli English, Chief of Interpretation for the Rosie the Riveter/World War II Home Front National Historical Park.**

Costume Contest - 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.

Transportation - Carpooling and biking are encouraged, along with buses and the new SF-Richmond Ferry, as parking will be limited. Bike valets will be available. Public transit and shuttles from the Richmond BART will be available beginning at 10:30 a.m. A shuttle bus will also transport visitors to “Shipyard Three” in the park to view the Red Oak Victory Ship and to visit R&B Cellars in the historic Riggers Loft for refreshments.

More info – Learn about the Rosie the Riveter Trust and programs at www.RosieTheRiveter.org. For the most up-to-date information on the Rosie Rally Home Front Festival, RSVP for the rally online at: www.rosietheriveter.org/event/rosierally.

Rosie Bandanas Available - 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. “Rosie Rally Packs” will be available at the festival for \$10.00.

Discount Shopping - Visitors dressed in costume for the Rosie Rally will also benefit from a host of special discounts throughout Richmond and nearby Point Richmond on the day of the event, including admission to the **Columbia Sportswear Employee Store** at Mountain Hardwear (1414 Harbour Way, Suite 1010); prices are 40-60% off retail and a portion of sales will be donated to the Rosie the Riveter Trust. (Discount coupons will be distributed at points of entry to the festival.) A variety of restaurants, shops, breweries, a winery, coffee shops and other local businesses will also be offering free or discounted items to rally participants dressed in costume or identified by a wrist band distributed at the event.

About the Craneway - The Rosie Rally will be held at the Craneway Pavilion, a former Ford assembly plant, which produced some 50,000 tanks and jeeps during a three and a half year period during World War II. The Craneway is adjacent to the site of four Kaiser shipyards that out-produced other Bay Area shipyards, turning out as many as three ships in a single day and supplying a total of 747 ships to the national war effort.

Event Sponsors – The **Rosie the Riveter Trust** is the official non-profit 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. Sponsors include: The City of Richmond and Mechanics Bank. Partners include Visit Richmond, the Red Oak Victory, and the East Bay Center for the Performing Arts.

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