

JOIN US FOR THE

Rosie Rally Home Front Festival



(left, middle) Lisa Foote; (right) Dorothy Brown

Diversity Is Our Heritage

Rosie the Riveter represents the strength of those who have taken on non-traditional roles with a “We Can Do It” spirit in the face of overwhelming odds.

The best-known image of Rosie was a wartime recruiting poster, and this powerful image continues to inspire generations of women as they seek strength in a difficult world. Women faced discrimination on many levels when they entered non-traditional jobs. The need for workers brought new opportunities, and women and people of color broke down barriers as they moved into wartime jobs, both to gain skills and to support their country.

These stories continue to inspire with their relevance to our lives. It’s important to understand Rosie as “Everywoman” while struggles for equity continue today.



Join the Celebration!

August 11, 2018
11 am to 4 pm
Craneway Pavilion
1414 Harbour Way South, Richmond

On August 11th, the legacy of Rosie the Riveter is celebrated at the Rosie Rally Home Front Festival, an event with family-friendly activities, a costume contest, a wide variety of music, and dancing at the Craneway Pavilion.

Original WWII Rosies and home front workers will be honored: ordinary people from many backgrounds, races and communities across the U.S. who stepped up to extraordinary challenges during WWII.

Please note that no dogs are allowed inside the Craneway Pavilion.

**ADMISSION
IS
FREE!**

“The people were from all over the states, they had so many nationalities, but they were all behind the effort... We all worked hard, but we were proud to do it.”

CONNIE GOMEZ, 94

(left, middle) Lisa Foote; (right) Billy Hustace; (bottom) Library of Congress



Event Highlights

- Program to recognize and honor original WWII Rosies
- Hands-on activities for families: 1940's crafts, Rosie the Riveter style building projects, art and victory gardening, and park learning opportunities
- Outdoor exhibits including mobile fish tank, nature vans and military vehicles
- Costume contest and prizes 11 am – 1 pm
- Great food trucks and vendors
- East Bay Center for the Performing Arts entertainment
- Swing dancing approximately 1:30 pm – 3 pm
- Visits to the Rosie the Riveter/WWII Home Front National Historical Park Visitor Center for interactive learning and historical films

Getting to the Rally

BY SHUTTLE

The shuttle service will run between the Richmond BART station and the Craneway Pavilion starting at 10:30 am.

BY AC TRANSIT BUS

#74 bus also runs from the Richmond BART station to the Craneway Pavilion throughout the day.

BY CAR

Parking will be available at the Craneway and along nearby streets.

BY BIKE

The Bay Trail provides easy bicycle access.

BY WATER TAXI

Tidelines Water Taxi will be running special boats from several locations. For info, visit tidelinetickets.com.

EVENT VENUE

The Craneway Pavilion, a former Ford Assembly Plant, produced some 50,000 tanks and jeeps during a 3 ½ year period during World War II. It is adjacent to the site of four Kaiser shipyards that produced 747 ships at a record pace to provide more ships than the enemy could sink.



Buy a Rosie Rally Pack and Support the Park!

One bandanna and one pair of socks are included. Available before August 11 at the Visitor Center store for just \$8 or on the day of the event for \$10.

Come dressed in costume and enjoy special discounts!

YOUR "ROSIE" OUTFIT COULD INCLUDE:

A red bandanna, red socks, dark blue collared shirt and blue pants or coveralls.

OR, YOU CAN COME AS:

A victory gardener, nurse, electrician, military servicemember, Liberty Ship or the most creative ideas you and your friends or family can dream up!

COSTUME CATEGORIES

- 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 Audience Favorite will be chosen from the winners of the costume categories above!*