

FOR IMMEDIATE RELEASE

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**City of Eureka to Celebrate Official Launch of the New
Magnolia Network Television Series, “The Craftsman” with
Free Community Event**

Friday March 18, 2022
Doors open at 5:00 - 6:00 pm Showtime
Eureka Theater

Join City Officials, Eric and Viviana Hollenbeck, Visit Eureka, and the Humboldt-Del Norte Film Commission for a free showing of the first two episodes of the Craftsman and a public Q&A session with the Craftsman himself

EUREKA, California – March 4, 2022 – To celebrate the official launch of “The Craftsman,” a new Magnolia Network and Discovery Plus television series featuring local businessman Eric Hollenbeck, local business Blue Ox Millworks, the non-profit Blue Ox Historic Village, and Humboldt County’s unique local architecture and history, the city of Eureka is hosting a free community red carpet event at the historic Eureka Theater.

The first two episodes of the new show, the official pre-release pilot and the first official episode (available to Discovery Plus subscribers and on the Discovery Channel on March 15, 2022), will be shown back-to-back followed by an on-stage Q&A interview with the show’s star, Eric Hollenbeck.

Tickets are free and available to the public, but space is limited. Community members can reserve their seats at <https://bit.ly/3pzYHdG>.

Walk up attendees will be admitted as space allows. Doors and concessions will open at 5:00 p.m. and the show will start promptly at 6:00 p.m.

"This event is a great opportunity to dress up with friends, visit the fabulous, historic Eureka theater and celebrate our own Eric Hollenbeck, a great representative of Eureka," Mayor Susan Seaman said. "He's creative, resilient, a great storyteller and a proud Eurekaan."

For families with young children, Eureka's Redwood Discovery Museum is also hosting a simultaneous Kid's Night at the Museum on Friday, March 18. For \$25 per child, parents with young children can drop their 3.5 - 12-year-old children off at 5:30 p.m. through 8:00 p.m. to enjoy crafts, science experiments while they head over to "The Craftsman Community Premiere" at the Eureka Theater. Please note that space is limited, and pre-registration directly through the Redwood Discovery Museum is strongly recommended.

"We are truly honored to see the community come out to celebrate our family business in this very big way," Eric Hollenbeck said. "This new show has provided a wonderful opportunity for me to reflect on and share what this city means to me, and I hope everyone enjoys watching it as much as my family and I enjoyed participating in getting it made."

This community event is being produced through a collaborative partnership between Eddy Alexander, the city of Eureka, Visit Eureka, The Eureka Theater, and the Humboldt-Del Norte Film Commission.

Also, this month, to continue the celebrations, Blue Ox Millworks and Historic Village is offering half-price guided tours of their facilities at 1 X Street, Eureka, CA 95501 from March 15 through March 31, 2022.

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About "The Craftsman"

Eric Hollenbeck is a master woodworker with a passion for restoration. Inspired by Victorian-era architecture in his hometown of Eureka, California, Eric's dedication to restoring homes and forgotten treasures spans four decades. He and his family own the Blue Ox Millworks and operate the non-profit Blue Ox Historic Village, a working museum offering tours and workshops in the traditional arts.

In March of 2022, The Magnolia Network on Discovery Plus launched a new television program, "The Craftsman" featuring Eric Hollenbeck and his business. The first season consists of nine episodes that air Tuesday's at 9 p.m. on Discovery + streaming service and were filmed in the city of Eureka last fall.

Learn more: <http://www.blueoxmill.com> and at <https://www.blueoxhistoricvillage.com/>.

About the Humboldt Del Norte Film Commission

The Humboldt-Del Norte Film Commission is recognized by the Counties and the California Film Commission as the Official Advocate for filming in Humboldt and Del Norte County. Their

services are provided free of charge and include location scouting, production permitting assistance, and more.

Visit <https://hdnfc.org/> for more information and resources.

About the Eureka Theater

The Eureka Concert and Film Center, located at 612 F Street, Eureka, CA, is dedicated to the education of the public in film, theater, music and other art forms, rehabilitation and maintaining its historic facilities for instruction and public performances, displays, exhibits and other events.

Learn more about the facility's history, offerings, and restoration initiatives at: <https://eureka-theater.org>.

About the Redwood Discovery Museum

The Redwood Discovery Museum, located at 612 G Street, Eureka, California, is a non-profit organization dedicated to providing a stimulating educational environment for Humboldt County. They emphasize interactive, open-ended discovery in the areas of science, art, culture and technology to help future generations prepare for the information age. Young visitors can “try-on” a career, explore their universe, understand other cultures, discover their own abilities, learn to appreciate their community, and most importantly... develop a lifelong passion for learning.

Learn more at: www.discovery-museum.org.

About Eddy Alexander

Eddy Alexander is a national and international award-winning marketing and growth strategy consulting firm that currently serves as the City of Eureka's Contract Destination Management Organization. Eddy Alexander has specialized practices dedicated to serving tourism, economic development, healthcare, emerging technology, professional services, and higher education and offers branding, advertising, research, public relations, content marketing, crisis communications, and digital marketing services.

Learn more at www.eddyalexander.com.

About the City of Eureka

As the county seat of world-famous Humboldt County, California, the city of Eureka (Pop. 27k) is the heart of the U.S. Redwood Coast. Eureka is the market and cultural center of a beautiful region filled with iconic redwoods, the world's tallest trees, and stunningly beautiful, rugged,

and remote ocean landscapes. Eureka is the largest coastal city between San Francisco and Portland and a frequent stopover point for road trippers exploring the Pacific Northwest.

Culturally protected by the 'redwood curtain,' the city is most famous for its unique Victorian architecture, one-of-a-kind shops and artisanal businesses, and its rich, authentic history.

Learn more and view the city's events and activities calendar at www.visiteureka.com.