

IMMEDIATE RELEASE

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Ephraim Faience Pottery Helps Fellow Artists through *A Season for CERF* Fundraiser

LAKE MILLS, WISCONSIN— Ephraim Faience Pottery is participating in the Craft Emergency Relief Fund's (CERF) fundraiser *A Season for CERF* again this year. CERF assists American craftspeople who are experiencing a career-threatening illness or tragedy by providing them with low-cost loans and grants. The funds raised during this annual event enable CERF to continue to assist craftspeople who would otherwise be in danger of losing their livelihoods due to critical illnesses, accidents, fires and natural disasters such as hurricanes, earthquakes and wildfires, among other tragedies.

In 2002, Ephraim Pottery created what was to become the first piece in a special limited edition series of vases to raise funds for CERF. Each piece in the series features a flower that has a symbolic meaning that relates to CERF's mission. In Victorian times, an elaborate system of symbolism was developed that assigned underlying meanings to common flowers. Some of this symbolism has carried forward to the present day; for example, red roses are still commonly associated with romantic love. Much of the flower symbolism, however, has been forgotten, although a little internet research will turn up long lists of flowers and their traditional meanings.

The first seven pieces in the *Flower Series for CERF* featured flowers with established symbolic meanings. Part of Ephraim Pottery's mission is to reinterpret valuable traditions from the past and carry them forward into today's world. In that spirit, we have created our own symbolic meaning for the Bloodroot. The Bloodroot gets its name from the blood-red sap that runs through its roots. Even though Native Americans used them for medicinal purposes, the roots are toxic when ingested in all but very small amounts. The beautiful, pure white flower of the Bloodroot plant springs from this paradoxical root that has the power to give life to the plant while simultaneously being able to take the life of anyone that consumes it. Stories of renewal after chaos, destruction, disaster, war and death abound in the annals of history and mythology of humankind. The Bloodroot plant symbolizes the difficult truth that sometimes devastation gives rise to something beautiful that could not have existed without it. This parallels the beautiful work that is created by the craftspeople who have been helped by CERF after a devastating event threatened to end their careers.

Ephraim Pottery will create 100 *Bloodroot Vases for CERF*. A portion of the proceeds from the

sale of each piece will be donated to CERF. In addition to the studio's 2009 mark and the artist's signature, each piece will bear an additional impressed mark on the foot designating this as part of the CERF series.

Since the demand for pieces in Ephraim's CERF series historically has been greater than the supply, pieces are sold through a drawing. People who are interested in purchasing one of these special vases submit their names by a certain deadline, 100 names are drawn, and those people are given the opportunity to purchase one of the limited edition pieces. Replacement names are drawn if anyone declines to purchase the piece.

Interested buyers may enter the drawing to purchase the *Bloodroot Vase for CERF* by mail, email, or by visiting the Ephraim Pottery Studio Gallery during open hours. Full details about the drawing are available on the company's web site at www.ephraimpottery.com/cerf.htm. Hours and location for the Ephraim Pottery Studio Gallery are also available on the web at www.ephraimpottery.com/gallery.htm.



[Access a high-rez photo](#)

The Bloodroot Vase for CERF

approx. 6.50"h x 6.50"w

Limited edition of 100 pieces

Bears special CERF mark in addition to our regular studio and artist marks

\$248 +\$20 s/h