

Media Advisory URBAN WHYTE

Shop. Create. Gather.

Urban Whyte workshop reclaims legacies

Devon boutique hosts sustainable furniture refinishing workshop

MARCH 22, 2020 (DEVON, ALBERTA) – Media are invited to attend Urban Whyte's furniture refinishing workshop, BYOP: Bring Your Own Piece, as they teach a group of local community members how to sustainably reclaim past-loved furniture pieces. Participants will leave the class with the new-found knowledge to pursue additional furniture reclaiming projects from home, with the intention of celebrating the history behind their pieces and cutting down on landfill waste.

DATE: March 29, 2020

TIME: 12 p.m. – 4 p.m.

LOCATION: Urban Whyte, #112, 17 Athabasca Avenue, Devon, Alberta

Photo opportunities include:

- Behind-the-scenes of furniture refinishing
- Before and after photos of furniture pieces brought in for refinishing

Video opportunities include:

- Interview Karen Zlatnik, founder and owner of Urban Whyte
- Interview workshop participant, Hanah Luna

The Urban Whyte BYOP workshop will include one-on-one instruction and hands-on teaching. The cost of the workshop for participants, which includes all paint supplies, is \$125.

About Urban Whyte:

Urban Whyte, an independently owned boutique, opened in Devon, Alberta, in 2014. Urban Whyte proudly supports over 45 local artisans and carries one-of-a-kind handmade items. In addition to supporting creative professionals, Urban Whyte fosters creativity by hosting weekly workshops, teaching community members how to create DIY home decor projects.

For more information, contact:

Karen Zlatnik | Owner
Urban Whyte Inc.
Tel: 780-987-0245

News Release

FOR RELEASE AFTER 12 A.M. MARCH 30, 2020



Urban Whyte makes old new again

Devon boutique hosts sustainable furniture refinishing workshop on March 29

MARCH 30, 2020 (DEVON, ALBERTA) – Urban Whyte's BYOP: Bring Your Own Piece workshop, hosted on March 29, 2020, has contributed to Urban Whyte's numerous workshops and customer projects that diverted over 1,500 pieces of furniture from landfills since 2015.

Devon and area community members attended the furniture refinishing workshop, with their unique furniture pieces in tow. This unique workshop is hosted multiple times a year. It focuses on reclaiming old or outdated furniture pieces so that they will continue to be loved and appreciated in the home. The cost to attend the class is \$125, and includes hands-on instruction, all paint supplies, and a discount on Urban Whyte's exclusive paint products.

"This class is not an intimidating environment at all. We want people of all DIY ability levels to come to our BYOP workshops and learn the basics of furniture refinishing. If you attend, not only will you positively impact the environment, but you may create a legacy furniture piece to be cherished for years," says Karen Zlatnik, owner and founder of Urban Whyte. "It is so special for me to see all the unique pieces people bring to the workshop and hear the stories and history behind the pieces. We may be giving the furniture a facelift, but the history behind these pieces will last forever, and that is priceless."

About Urban Whyte:

Urban Whyte, an independently owned boutique, opened in Devon, Alberta, in 2014. Urban Whyte proudly supports over 45 local artisans and carries one-of-a-kind handmade items. In addition to supporting creative professionals, Urban Whyte fosters creativity by hosting weekly workshops, teaching community members how to create DIY home decor projects.

For more information, contact:

Karen Zlatnik | Owner
Urban Whyte Inc.
Tel: 780-987-0245

Biography



Karen Zlatnik

Owner and founder, Urban Whyte Inc.



Karen Zlatnik is the proud owner and founder of the boutique store, Urban Whyte. The store opened in 2015 and is located in Devon, Alberta, on the main street of the river valley town. Karen relays her passion for creating to others by supporting local artisans and hosting DIY home decor workshops out of her store. Karen says, "So much joy can come from creating together."

Urban Whyte originates from Karen's desire for a creative outlet. In summer 2014, while working a full-time job, Karen began building furniture pieces out of her garage. Over those summer and fall months, orders for her furniture increased as friends, family, and acquaintances learned of her handiwork. Karen quit her day job to work out of her garage shop. Karen was beginning to establish herself in the community and in September 2015, she opened a small store in Devon, carrying her pieces, and consigned local handmade goods. Soon after, Karen began to teach workshops, passing on her love of building and painting DIY projects to thousands of community members.

Karen's ability to connect with each customer and community member allows her to continue to grow Urban Whyte. In March 2018, she relocated to the store's current main street location. Karen hosts up to nine workshops per month and proudly carries products from 40 local artisans. Visit urbanwhyte.com/pages/about-us to learn more about Urban Whyte's history.

For more information, contact:

Karen Zlatnik | Owner
Urban Whyte Inc.
Tel: 780-987-0245

Fact Sheet

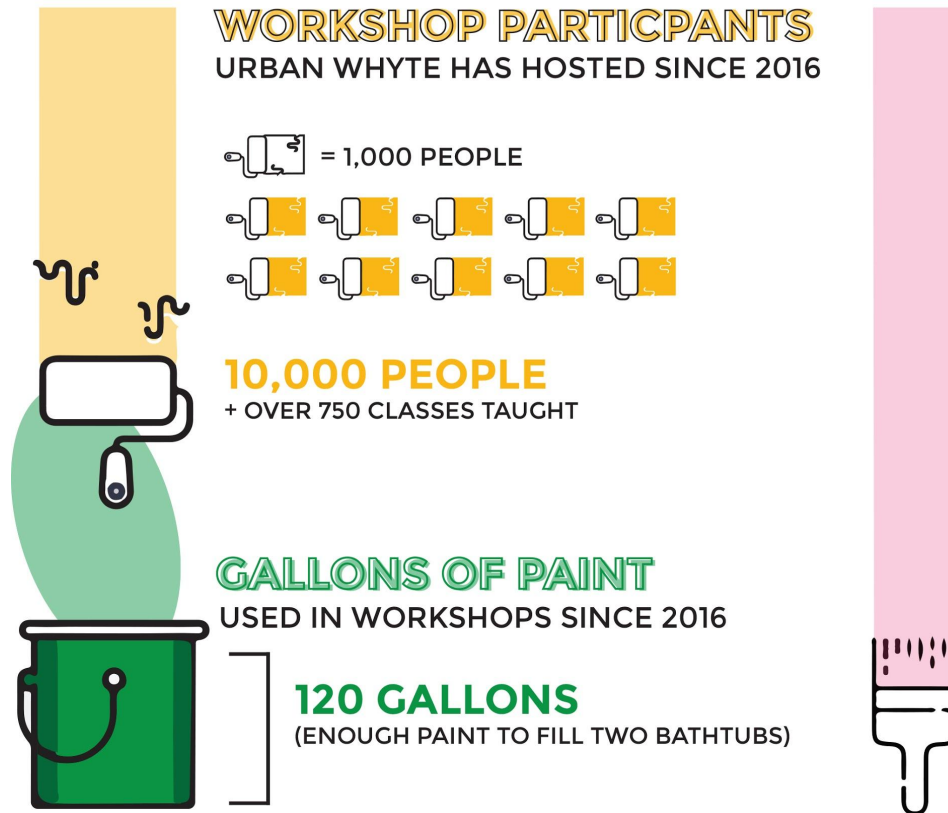


1,500

PIECES OF FURNITURE
RESCUED FROM LANDFILLS
DUE TO WORKSHOPS AND CUSTOMER PROJECTS

TOP

SALES EARNER FOR FAT PAINT
FOR FOUR YEARS ACROSS CANADA AND THE
UNITED STATES



For more information, contact:

Karen Zlatnik | Owner
Urban Whyte Inc.
Tel: 780-987-0245