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Contact: Jayne Skeff, Publicist

Allison Kohler, Director JSLA Media

JMK Shows & Events (414) 747-9177

(973) 927-2794 jayne@jslamedia.com

email: Jmkevents@aol.com

[www.jmkshows.com](http://www.jmkshows.com)

ALLISON KOHLER OF JMK SHOWS ADDS HER SPECIAL BRAND OF ENERGY AND STYLE TO THE

RHINEBECK ANTIQUES FAIR

Succusunna, NJ — On Monday, June 9, 2014, Allison Kohler, President, JMK Shows, announced that she was delighted as well as honored to begin working with the Rhinebeck Antiques Fairs as an associate in promoting and helping take the 38 year success of the Fairs to exciting new levels and new directions.

An outgrowth of the Antiques Summit, a PSMA conference of antiques show promoters held in Richmond (VA) in May, Kohler and the producers of the Rhinebeck Antiques Fair, spent extensive time discussing the challenges they face in sustaining the shows they produce and conceptualizing new promoting techniques to ensure the Rhinebeck Antiques Fairs continue to thrive and become bigger and better then ever.

“The Rhinebeck Antiques Fairs have always been a destination event and an important show,” said Kohler, “and I am very excited about the opportunity to work with them in taking this event back to full capacity while bringing in a number of new genres and appealing to the masses. As a team, our goal is to create an event that will showcase a much broader variety and mixed genres of antiques and collectibles. This will enrich the experience for both shoppers and dealers alike.

Kohler, who produces over a dozen antiques shows each year, is no stranger to the energy and creativity it requires to ensure antiques events remain and continue be the best they can for both dealers and shoppers alike. “It’s a win-win for all of us. I am honored to be working with this exceptional organization and look forward to being part of a group that will create the new and exciting Rhinebeck Antiques Fairs. It’s very important that we, as antiques show promoters, share our knowledge, our successes and our esprit du corps with each other so that all of our shows continue to thrive and attract new antique collectors and dealers. Antiques are not just about unique and older things to collect and buy, it’s about history and education and it’s about being as green as we can be.”

In addition, Kohler will be incorporating JMK’s successful social media and digital marketing strategies she utilizes into reaching new and younger buyers and collectors which is so critical in today’s market and the Rhinebeck Antiques Fair.

Allison Kohler will be working with the Rhinebeck Antiques Fairs but will continue to produce and grow her successful JMK Shows and Events.

Anyone interesting in becoming part of this event should contact:

Allison Kohler, JMK Shows

(973) 927-2794

Email: JMKevents@aol.com

OR

The Rhinebeck Antiques Fair

(845) 876-1989

Email: Info@Rhinebeckantiquesfair.com

PO Box 838

Rhinebeck, NY 12572