

PRESS RELEASE

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INCREASING AWARENESS AND ACCESS TO NORWEGIAN ROSEMALING CLASSES

RosemalingClasses.com now makes it easy to find local and online rosemaling classes offered throughout the U.S.

Bloomington, MN - February 2021 - After taking her first rosemaling class, Judy Velde Weiss of Bloomington, Minnesota, was bit by the rosemaling bug. However, she discovered finding her next rosemaling class wasn't easy. Google searches served up bad links and outdated class announcements. Determined to fix this problem, she created RosemalingClasses.com.

"Finding a rosemaling class in Minnesota, the Land of 10,000 Lakes and almost a million Norwegian-Americans, should have been easy" said Weiss. After a lot of digging, Weiss ultimately discovered there were active rosemaling communities around her and while these clubs did a great job promoting rosemaling events to themselves, their offerings were virtually hidden in plain sight to the general public.

"Rosemaling clubs tend to be run by older, less techy, people. If a club has a website, it tends to have minimal web presence making it hard to surface during Google searches" indicated Weiss. Weiss discovered in order to find rosemaling opportunities someone would have to know EXACTLY where to look. Wishing for a single website that housed all rosemaling classes, events, and clubs from around the country, Weiss set out to create this site using her technical and marketing skills.

As Weiss was about ready to make her new website public the Covid-19 pandemic hit. "What good was a website for locating rosemaling classes when every rosemaling class in the country was being canceled?" Weiss said. She completed the site but held off promoting it until the pandemic settled down. Then, late summer 2020 Weiss started to see a break in the rosemaling clouds. Rosemaling clubs and instructors were switching gears and started to offering virtual, online rosemaling classes.

Online rosemaling classes were a foreign concept to everyone, instructors and students alike. But a few brave teachers were willing to dip their paintbrushes into the world of Zoom virtual lessons. "There were a few technical glitches starting out, but everyone was patient and understanding. It didn't take long before it was old hat" said Weiss.

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With virtual classes were being consistently offered, Weiss begin promoting her website. Soon she began to hear rosemaling students were taking rosemaling classes they had discovered by visiting her site. “Norwegian-Americans are no longer centralized here in the Midwest. They are located everywhere. Knowing I am connecting an isolated rosemaler in Texas with an online class in Minnesota, or enabling an elderly woman who can no longer travel take classes from her home is heartwarming and exactly what I wanted to happen” said Weiss. A number of rosemaling clubs and folk art schools have told Weiss even after the pandemic, they will continue to offer online rosemaling classes.

Weiss stressed, “There is no cost to use or list a rosemaling class on the website. The site was created purely for the love of my Norwegian heritage and my passion for rosemaling.” Weiss’ goal is to help rosemaling remain relevant to the 4.5 million Norwegian-Americans in the U.S. by growing awareness and access to this beautiful Norwegian folk art.

About RosemalingClasses.com

RosemalingClasses.com - *Growing the art of rosemaling, one class at a time.*

Launched in 2020 by founder Judy Velde Weiss with the vision to grow the art of Norwegian rosemaling in the U.S. by connecting rosemalers to classes, resources, and fellow rosemalers. The website features in-class, online, and free rosemaling classes offered throughout the U.S.

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To learn more visit www.RosemalingClasses.com, [Facebook](#), [YouTube Channel](#), and [Instagram](#). Media Kit available at www.RosemalingClasses.com/media.

Velde Weiss is available for interviews. Email to schedule an interview time.