FOR IMMEDIATE RELEASE

Connecting Art, Awareness and the Fight Against Fentany — l Today I Matter Poster Project Comes to Petaluma

PETALUMA, Calif. — September 2026 — Powerful messages of remembrance, hope and the value of every life will be on display October 2, 3 and 4 at the Petaluma Fairgrounds as the **Today I Matter Poster Project** comes to the Grand Bazaar of Petaluma.

The special poster display is being sponsored by the **Grand Bazaar of Petaluma**, a charitable arts and crafts fair produced by Giving4Life. Admission to the Grand Bazaar and the Today I Matter display is **free**.

The Grand Bazaar brings together more than 125 artists, crafters and vendors for three days of shopping, creativity and community. The event also has a charitable mission: proceeds from this year's Grand Bazaar will benefit **Micah's Hugs**, a Sonoma County organization working to educate the community about fentanyl and substance use while promoting prevention, harm reduction, treatment, recovery and access to naloxone.

Last year, the Grand Bazaar raised **more than $20,000** for Micah's Hugs while welcoming more than 3,000 shoppers to the Petaluma Fairgrounds.

Today I Matter: Remembering the People Behind the Statistics

The Today I Matter Poster Project provides a powerful visual reminder that behind every statistic surrounding addiction and overdose is a real person, a family and a life with meaning.

Today I Matter was established in memory of Timothy Lally and works to reduce the stigma and shame surrounding mental illness and addiction while promoting education, compassion and healthier communities.

John Lally of Today I Matter said the posters are intended to ensure that people who died from addiction are remembered for who they were—not simply for how they died.

"We are proud of each and every one of them, and the memorial posters demonstrate that they were much more than their drug problem. These were good people from good families and deserve to be remembered as such." — John Lally, Today I Matter

The posters will be displayed throughout the Grand Bazaar, giving thousands of visitors an opportunity to pause, reflect and remember the individuals whose lives are represented.

An Urgent Local Issue

The display comes at a time when Sonoma County continues to face a serious overdose crisis. The county has experienced roughly 100 or more drug-overdose deaths in recent years; the

Sonoma County District Attorney's Office reported **99 community members lost to drug overdose in 2023 alone**.

Fentanyl has become a major driver of the crisis, making education, prevention, harm reduction, treatment, recovery and access to naloxone increasingly important parts of the community response.

For Micah's Hugs, the issue is personal. The organization was created from the loss of Micah Jr. and has grown into a Sonoma County effort to educate young people and families about fentanyl, reduce stigma and connect people with resources that can save lives.

From Sonoma County to Capitol Hill

The connection between the posters and Micah's Hugs is especially meaningful following a recent trip to Washington, D.C., by **Michelle and Micah Sawyer of Micah's Hugs**, where they brought the experiences of Sonoma County families to the national conversation surrounding the synthetic drug crisis.

Michelle and Micah traveled to Washington, D.C., as **California Co-Captains for United Against Fentanyl**, helping lead California families who came to Capitol Hill to share their stories and advocate for action.

During their visit, they met with staff from the offices of **Senators Alex Padilla and Adam Schiff**, along with other congressional offices, bringing the voices and experiences of families directly to policymakers.

They also met with the **White House Office of National Drug Control Policy (ONDCP)**, where they introduced officials to Micah's Hugs and the organization's work in Sonoma County. Their approach emphasizes prevention, harm reduction, mental health, treatment, recovery and access to naloxone.

The Sawyers also visited **DEA Headquarters and the Faces of Fentanyl memorial**, an experience they described as deeply emotional.

On Saturday, Micah spoke at the **National Walk for Lives** in Washington, D.C., sharing Micah Jr.'s story and the work that began in Sonoma County with a national audience. The event brought together families and advocates from across the country, including people in recovery and young advocates who have lost siblings to fentanyl.

"For us, one of the biggest successes of this trip was simply having a seat at tables we haven't been at before," said Michelle and Micah. "We were able to show that bereaved families can bring more than stories of loss—we can bring years of frontline experience in prevention, harm reduction, naloxone, treatment and recovery and help shape what comes next."

Louder Than Fentanyl

The Sawyers are returning home more determined than ever to spread the message that awareness can save lives. They are launching **Louder Than Fentanyl**, an initiative asking athletes, entertainers, influencers, families and anyone with a platform to use their voice to educate others and help prevent fentanyl deaths.

And now, the **Today I Matter Poster Project** display at the Grand Bazaar brings that message full circle.

“Behind every policy discussion, statistic and awareness campaign is a real person, a family and a life that mattered,” said Michelle and Micah. “Those posters make sure we never lose sight of who this work is for.”

Visit the Grand Bazaar

The Today I Matter Poster Project will be on display at the **Grand Bazaar of Petaluma at the Petaluma Fairgrounds on October 2, 3 and 4, 2026**.

The Grand Bazaar features more than 125 artists, crafters and vendors, food, raffles and family-friendly activities, along with opportunities to learn more about Micah’s Hugs and its lifesaving work.

Admission and parking are free.

For more information about the Grand Bazaar of Petaluma, visit Giving4Life.org.
Media Resources.

For more information about the Micah’s Hugs, visit MicahsHugs.org.

For more information about the Today I Matter Poster Project, visit TodayIMatter.org.

About Giving4Life and the Grand Bazaar of Petaluma

Giving4Life is a 501(c)(3) nonprofit dedicated to uplifting individuals and families facing hardship through community events, charitable programs and educational outreach. The Grand Bazaar of Petaluma brings the community together while raising funds for organizations doing important work locally.

About Micah’s Hugs

Micah’s Hugs is a 501(c)(3) nonprofit dedicated to educating youth of the dangers of substance abuse & fentanyl poisoning, bringing awareness to the disease, breaking the stigma that follows it, in addition helping those that are suffering with addiction.