



NORTH PARK FARMERS MARKET
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For Immediate Release

Exciting New Changes at North Park Farmers' Market

New management team revises market layout, adds vendors and plans for expansion. New market banners installed throughout community feature whimsical owl logo.

SAN DIEGO (July 20, 2010) - North Park Main Street, in collaboration with SD Weekly Markets, has revised the existing North Park Farmers' Market to create an event that more closely reflects the neighborhood: high quality, diverse, charming, and welcoming.

One of the oldest farmers' markets in central San Diego, the North Park Farmers' Market started almost ten years ago and has experienced a series of changes in location and management over the years. Recent improvements are a direct result of a 2010 survey that gathered input from the North Park community. "We want our farmers' market to be a central gathering place for the neighborhood," says Executive Director Elizabeth Studebaker, "where friends can meet and families can shop while learning about healthy eating and supporting local farmers."

After targeted efforts in recent months, the market now features some 45 vendors, offering local farm-fresh produce, eggs, meat and fresh flowers, artisan foods from pastry and pasta to sea salts and shellfish, honest prepared foods and select gifts and specialties. New farmers and vendors are still being added, and local musicians provide a festive atmosphere for shoppers.

Among the changes implemented:

- Recruitment of a new management group, SD Weekly Markets, lead by Catt Fields White, best known for launching the successful Little Italy Mercato;
- Increase in the number & quality of vendors, with an emphasis on local certified farmers and locally produced artisan foods;
- Design and implementation of a new market layout;
- New branding and logo pairing a whimsical owl with local landmarks;
- Installation of 90 promotional banners throughout the North Park commercial district, funded with a San Diego County community grant;
- Development of a new website: www.northparkfarmersmarket.com

North Park Main Street is currently soliciting sponsorships from local businesses to help implement additional planned changes, including:

- Expansion of the market along Herman Street to accommodate new vendors, increase visibility and provide more opportunities to interact with local businesses;
- Printing and distribution of market promotional materials like posters, insulated shopping bags, t-shirts, and refrigerator magnets;
- Purchase and installation of twinkle lights and increased lighting to facilitate expanded hours while providing a safe and charming atmosphere after dark, in response to the community's request for an extended shopping schedule;
- Development of educational activities for adults and children and partnerships with North Park restaurants featuring farm to table menus.

Additional information and a roster of participating farmers and vendors can be found at www.northparkfarmersmarket.com.

Net proceeds from the North Park Farmers' Market benefit North Park Main Street, a non-profit organization committed to the revitalization of North Park. NPMS holds a 501(c)(6) status and embarks on ambitious and worthy endeavors, all aimed at bringing new life and a lasting vitality to North Park. More information is available at www.northparkmainstreet.com or (619) 294-2501