



Rochester Downtown Development Authority
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FOR IMMEDIATE RELEASE

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MEET ME AT THE MARKET ON MAY 7
Families, Friends, Farmers and You!

ROCHESTER, Mich. – April 13, 2011 – After what seems like a never-ending winter, spring has officially sprung! And what better way to start the season than at the Downtown Rochester Farmers' Market Opening Day on Saturday, May 7.

Celebrating its 12th season, the Farmers' Market is a frequent stop for area residents to enjoy the vibrant colors, aromas and flavors of southeast Michigan's growing season. Located at the corner of E. Third and Water Street, just one block east of Main Street, the market is open every Saturday, May 7 through October 29, from 8 am – 1 pm.

New this year is a kids coloring contest. Kids can color a picture of Market Mascot, Julien d'Carrot and turn it in at the Red Barn by May 21 for a chance to win a bike from Rochester Bike Shop! The picture can be found in the Spring 2011 edition of In Town Magazine or kids can pick up a copy at the Red Barn.

"Shopping at the Downtown Rochester Farmers' Market is a great way to gain a sense of community," said Nancy Voges, marketing coordinator for the Rochester Downtown Development Authority. "The market has become a weekly outing for many families. It's a great way to support Michigan farmers and buy locally produced, fresh foods."

Opening Day festivities will include:

- FREE Farmers' Market Tote Bags sponsored by Crittenton Hospital Medical Center, filled with special offers from your favorite Downtown Rochester merchants, for the first 500 adult customers
- Live music by blues artist, Paul Miles, sponsored by Via Linda Salon
- Children's activities include pot-a-plant activity and a scavenger hunt for Pete the Pineapple, sponsored by RE/MAX Defined
- First Saturday Drawing – Enter-to-win one of more than 20, \$25 gift certificates donated by Downtown Rochester merchants
- Weekly Harvest Basket Drawing – Enter-to-win a collection of products donated by Market vendors

The market features only Michigan-grown (or made) products including vegetables, fruits, flowers, container gardens, fresh cut flowers, herbs, homemade baked goods, gnocci, jams and jellies, honey, maple syrup, locally roasted coffee and various certified organic products including eggs, beef and chicken.

The Downtown Rochester Farmers' Market is presented by the Rochester Downtown Development Authority. For more information about the market, please visit www.DowntownRochesterMI.com or contact the Rochester DDA office at 248/656-0060.

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