



For Immediate Release – April 20, 2010

Contact: Ann Frescura, Downtown Springfield, 217-544-1723

Old Capitol Farmers Market Opens May 19 and Announces Expansion to Broadway Street

Representatives from St. John's Hospital and other market sponsors will cut the ribbon to officially open the 11th Annual Old Capitol Farmers' Market, presented by St. John's Hospital, on Wednesday, May 19th at 10:00 a.m. The public is invited to join in the opening day festivities, complete with live music by the Frank Trompeter Quartet, Celebrity Chef Demonstration by Chef Michael Higgins of Maldaner's Restaurant and free cake (while it lasts) made especially for the occasion by Incredibly Delicious. The Market will be held 8:00 a.m. to 12:30 p.m. Wednesdays and Saturday's May 19 – October 30 and is located on Adams Street between 5th & 3rd streets and seven new spaces on Broadway Street, just SW of the railroad tracks at 3rd & Adams in downtown Springfield. Market Manager, Ann Frescura notes, "The expansion onto Broadway Street is a dream come true; many vendors have been on a waiting list for a permanent spot for years. This expansion is not only a great opportunity for vendors, but also demonstrates the popularity and value of today's Farmers Markets seen across the United States. We are very proud to be part of the movement towards healthier, greener, life-styles, food choices and nutritional options."

The Artisan Area is also expanding its participation and visibility at the Market. Juried local artisans now have the opportunity to demonstrate and sell their original artwork every Saturday, 8:00 a.m. – 12:30 p.m., June 5 – October 23 in the parking lot at the SE corner of 4th & Adams. "Super Saturdays" will be held the 3rd Saturdays with chef demonstrations by Chef Michael Higgins of Maldaner's Restaurant and the following live entertainment: June 19 – Thornhill; July 17 – Elvis Himselvis; August 21 – Don Smith Band; September 18 – Salsa Dancing & Music by Julio Barrenzuela and October 16 – Black Magic Johnson. Live entertainment will be held from 10:00 a.m. to Noon, at the SW corner of 4th & Adams. Frescura adds, "The increased artisan participation, chef demonstrations and live entertainment compliment the Market experience and provide an added value to the consumer. The Market has become a social destination, especially on Saturdays."

As always, the freshness, quality and variety of the produce offered at this growers-only market remains the secret of its success, along with the friendly atmosphere and genuine camaraderie enjoyed by the farmers. As in past years a variety of fresh fruits and vegetables, meat, eggs, plants, flowers, cheese and baked goods will be available for purchase. The

Grower of the Week radio program which highlights individual vendors will again be hosted by Bob Murray of WTAX on Wednesday mornings.

St. John's Hospital promotes healthy lifestyle activities, distributes informational materials and offers health screenings and programs such as a body fat analysis and interactive educational programs which help children and adults learn about the importance of proper nutrition. St. John's provides free blood pressure and other tests periodically throughout the season. Last fall, through collaboration between vendors, Sangamon County Public Health, and St. John's Hospital, free bags of produce were distributed to over 600 WIC clients. WIC and Senior Coupons are also accepted at the Market.

In addition to presenting sponsor, St. John's Hospital, the Farmers' Market is generously supported by the City of Springfield, Capitol Radio Group, Maldaner's Restaurant, Illinois Main Street, Illinois Department of Agriculture, The Illinois Times, Springfieldmoms.org., and Illinois Humane Society. For more information, contact Ann Frescura, Downtown Springfield, Inc., 217-544-1723, or www.downtownspringfield.org.

Downtown Springfield, Inc. a volunteer-driven, not-for-profit Illinois Main Street organization, works to preserve our historic heritage and build economic & cultural vitality in our downtown districts. Our goal is to make downtown Springfield an ideal place to shop, work, visit, invest, and live.