



For Immediate Release – May 1, 2013

Old Capitol Farmers Market Opens May 15 Local Artisan Market Opens May 18

Contact: Ann Frescura, DSI, 217-544-1723

Live, work, play, and be healthy! Downtown Springfield, Inc. (DSI) invites the public to attend opening day ribbon cutting and festivities for the Old Capitol Farmers' Market, presented by St. John's Hospital, Wednesday, May 15th at 10:00 a.m.; with live music by the Frank Trompeter Quartet, Celebrity Chef Demonstration by Ashley Meyer of Real Cuisine Restaurant & Catering, and free cake (while it lasts) made by Incredibly Delicious. The Market will be held 8:00 a.m. to 12:30 p.m. Wednesdays and Saturday's May 15 – October 26 and is located on Adams Street between 5th & 2nd streets. With nearly three full blocks of vendors there is an outstanding variety of produce, baked goods, meats, cheese, plants and many other specialty items.

The Market accepts LINK, Debit, and Credit Card transactions for the purchase of Market Tokens (\$1.00 each). The Market Token Station will be located at Development Services Group, 401 E. Adams (NE corner of 4th & Adams) and available 8:00 a.m. to Noon each Market day. Vendors will also continue to accept cash, checks, WIC and Senior Coupons. DSI again received grant funding from LINK UP Illinois to provide Double Value tokens for Link cardholders; LINK UP Illinois is a program of Experimental Station, in partnership with Wholesome Wave and the Illinois Farmers Market Association. LINK customers may receive a maximum of \$10 of Double Value tokens per market day until grant funds are expended.

Beginning May 18, local juried artisans will display and sell their original artwork every Saturday, 8:00 a.m. – 12:30 p.m., through October 19 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 (10 a.m. – Noon): June 15 – Elvis Himselvis; July 20 – Black Magic Johnson; August 17 – Skibbereen; September 21 – Don Smith Band; and October 19 – Thornhill. In an effort to host more live, local, music Mid West Family Broadcasting, "Alice 97.7 Saturday Stage", has partnered with DSI to help schedule additional bands on available 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. Several new vendors join the Market this year adding to the variety and selection of produce and products. The "Grower of the Week" radio program which highlights individual vendors will again be hosted by Bob Murray of WTAX on Wednesday mornings. Due to the increased number of vendors and interest, Midwest Family Broadcasting is offering to conduct additional vendor interviews on "The Farmers Market with Jim Leach, WMAY" which will air on Wednesday mornings at 8:50 a.m. as scheduling allows.

St. John's Hospital, which has sponsored the market for ten years, believes in the importance of fresh, locally-grown produce to help people live healthier lives. The 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 also provides free blood pressure and other tests periodically throughout the season.

The Springfield-Sangamon County Regional Planning Commission and Springfield Bicycle Advisory Council are once again encouraging people in Sangamon County to bike, walk, run or take the bus during their commute to work from May 13th-18th and take part in the 6th Annual Curb Your Car event. Participants are encouraged to form teams with their co-workers and compete in a team based challenge. Commuters are also invited to take part in a group bicycle ride beginning at Washington Park and ending at the Old Capitol Farmer's Market on the morning of Wednesday, May 15th. Visit www.sscrpc.com to register a team, review the guidelines for the event and find out what incentives are being offered.

In addition to presenting sponsor, St. John's Hospital, the Farmers' Market is generously supported by the City of Springfield, Capitol Radio Group, Midwest Family Broadcasting, Maldaner's Restaurant, IL Department of Agriculture: Where Fresh Is, LINK UP Illinois, Town & Country Bank, Illini Bank, US Bank, The Illinois Times, Development Services Group, Springfieldmoms.org., and Illinois Humane Society. The market is coordinated and managed by DSI. For more information, contact Ann Frescura, Downtown Springfield, Inc., 217-544-1723. For a complete list of market vendors and market map visit 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.