

NEWS FROM

The Lebanon Community Vision Committee and Lebanon Vitalization Inc.

For Immediate Release

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Farmers Market of Lebanon kicks off summer season May 30

LEBANON (May 21, 2009) – Fresh produce, jams and jellies, music and works of art are just a few of the wares that will be for sale at the inaugural Farmers Market of Lebanon, which begins May 30 and runs each Saturday through Aug. 8 (except July 4) in downtown Lebanon.

And if event organizers have anything to say about it, the weekly markets will become a gathering place for families who are looking for wholesome entertainment as well as fresh food and locally produced goods.

Operating from what will likely become a permanent site near Main and Meridian streets just east of the courthouse square in Lebanon, the Farmers Market will operate from 8:30 a.m. to noon each Saturday, featuring anywhere from 12 to 30 vendors with quality goods to sell.

Organizers aim to turn the weekly Farmers Market into a true community event that helps attract regional visitors to downtown Lebanon. The quality of vendors and variety of goods to be sold also will be a drawing point, organizers say.

Vendors will offer fresh, locally grown produce, herbs, cut flowers, handmade soaps, jams, jellies, cheese, seafood, handcrafted and fine art and music direct to the public. Vendors also will offer fresh baked goods, coffee, eggs, meats and more.

“We’ve worked hard to put together a market that is both family friendly and worth traveling for,” said Dan Robbins, president and chief executive officer of NorthPark Community Credit Union and secretary-treasurer of Lebanon Vitalization Inc., the downtown development organization that is spearheading the effort.

“We’re taking a different approach to the Farmers Market than in years past,” Robbins noted. “With support from city and county leaders and guidance from the state, we intend to grow the market into an attraction for Lebanon – something that makes it worth coming here to see and shop.”

The market site is currently owned by the First Presbyterian Church in Lebanon. Plans are to turn the site into a city pocket park, which would become the market’s permanent home. The site also could be used for concerts, art exhibits and fairs and other civic events, Robbins noted.

“Strengthening the local agriculture and small business environment is synonymous with strengthening the Lebanon community,” Robbins said. “Holding a Farmers Market adds to the

fabric and quality of life for Boone County. These and other efforts underway will improve the quality of life and standard of living for Lebanon and Boone County residents.”

Vendors at the Farmers Market have been pre-screened and carefully selected by Lebanon Vitalization Inc., Robbins noted, to ensure that the market meets residents’ expectations. More than a dozen vendors will help open the market season on May 30, and Robbins said there is room for at least 12-16 more each week throughout the market season.

Vendors who are local and Indiana-based agricultural producers, small-scale food processors, artisans and musicians are encouraged to sign up to display, promote, sell and share their products and services at the Farmers Market of Lebanon. Vendor fees are \$100 for the season or \$15 per weekend. Vendors interested in participating in the markets may contact Robbins at 317-873-6166, ext. 38 or by e-mail at [drobbins@northparkccu.org](mailto:d Robbins@northparkccu.org).

“Everyone should take the opportunity to stop by and see what’s happening downtown,” Robbins said.

The details:

Farmers Market of Lebanon

8:30 a.m. – 12 noon

Saturdays, May 30 – Aug. 8

(Except July 4)

Downtown Lebanon

Main and Meridian Streets

Near the Courthouse Square

Vendor setup begins at 6:30 a.m. each Saturday