

FOR IMMEDIATE RELEASE

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Main Farmers' Market to Kick off its Fourth Season on Saturday May 7th at Saint Paul University



Ontario's only community-run Farmers' Market continues to give back to the community and provide fresh, locally-grown food in Old Ottawa East

OTTAWA. The Main Farmers' Market will kick-off its fourth season on Saturday, May 7th on the grounds of Saint Paul University on Main Street. To celebrate there will be free wagon rides through Old Ottawa East and live music. For 2011, the revenues from the Market will continue to be used to help low-income families' access locally-grown food and support the hiring of a summer coordinator for the community Children's Garden.

"We have a full slate of vendors who will offer an amazing variety of fresh, local goods to our customers," said Andrea Norquay, Chair of the Market's volunteer Board of Directors. "Our vendors - some returning from last year and some new to the market - will provide our customers with a range of produce, meats, baked goods and crafts, all produced from within 100 miles of Old Ottawa East."

The Main Farmers' Market is a market run by the community, for the community. It has the simple goal of expanding the share of local food in Old Ottawa East and providing a venue that brings together farmers, artisans and residents in a fun and lively atmosphere every Saturday.

"The Main Farmers' Market is now an established part of the Old Ottawa East community where residents come to meet friends, shop and eat delicious food," said Greer Knox, Manager of the Main Farmers' Market. "In addition to weekly face painting for the kids, this year we will have lots of fun events including live music, a petting zoo, canning and cooking demonstrations and a photography contest."

Market website: <http://www.mainfarmersmarket.org>

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Note: Municipal, provincial and federal politicians have been invited to an opening ceremony at 10 am on Saturday May 7th on the Market grounds at Saint Paul University (223 Main Street)

The Main Farmers' Market is a not-for-profit community-based organization run by a volunteer Board of Directors. The Market is a project of Sustainable Living Ottawa East (SLOE), a community group formed in 2007 as a part of the Ottawa East Community Association. SLOE includes residents working to create and promote more sustainable lifestyle choices for those who live, work and study in Old Ottawa East.