

Contact: Frankie Rowland  
Director, Marketing & Community Relations  
Phone: 914-923-4837  
frankie@downtoearthmarkets.com  
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## **Let the Party Begin: Grand Opening of New Rochelle Farmers Market This Friday, June 27, 2014**

**June 2014 (Ossining, NY)** – Join Down to Earth Markets on Friday, June 27<sup>th</sup>, as we celebrate the 2014 season of New Rochelle’s Down to Earth Farmers Market, together with numerous community leaders and market supporters. The ribbon-cutting festivities will be held at 10:30 am at the market located on North Avenue, at Huguenot Park, in front of New Rochelle High School. Down to Earth Markets will welcome State Senator **George Latimer**, New Rochelle Mayor **Noam Bramson**, City Manager **Chuck Strome**, and several more area officials who promote the weekly market of fresh, local food.

The market runs every Friday, from 8:30 am to 2:30 pm, through November 21<sup>st</sup>, 2014. It offers delicious seasonal fruits and vegetables, pasture-raised poultry, meat, and eggs, local honey, breads and baked goods.

E.B.T. (Electronic Benefits Terminal) is available for shoppers with SNAP (Supplemental Nutrition Assistance Program) Benefits all season long at the market.

This week in the market’s seasonal harvest, shoppers will find an array of greens, asparagus, hot house tomatoes, strawberries, and much more.

Now more than ever, the New Rochelle community is involved in the farmers market. Starting on Friday, July 4<sup>th</sup>, Down to Earth Markets is delighted to host “The Rockstars” of The Beth El Day Camp. These “rising third graders” are a group of girls, ages 7 and 8, led by Camp Director, Julie Rockowitz, and Assistant Director, Deborah Gilwit. They spend their summer days learning about camping, sustainability, and now – local food!

They will appear at the market for seven weeks to prepare fun, delicious foods for shoppers to try. They will also give out free cards printed with the recipe of the week. First up: Strawberry Preserves, a treat that’s great to make with all the fresh strawberries at the farmers market.

### **GRAND OPENING: New Rochelle’s Down to Earth Farmers Market**

**Who:** Down to Earth Markets, together with several local officials from New Rochelle

**What:** The Grand Opening of New Rochelle’s Down to Earth Farmers Market

**When:** Friday, June 27<sup>th</sup>, 2014 at 10:30 am

**Where:** At the farmers market on North Avenue, at Huguenot Park, in front of New Rochelle High School

*Down to Earth Farmers Markets is a certified B (Beneficial) Corporation that manages farmers markets in Westchester County, Rockland County, and in New York City. We believe that seasonal, local food is a vital part of our heritage that ensures the health of our communities and environment. Visit [DowntoEarthMarkets.com](http://DowntoEarthMarkets.com) for new and day vendor details, events, and other updates for the New Rochelle Farmers Market.*