

NEWS RELEASE
For Immediate Release

Worcester farmers markets offer a fresh shopping experience
Organizations join to offer a trio of Saturday markets in the city

Worcester, MA – July 3, 2014 – This summer, Worcester residents can shop for fresh, locally-grown and produced food at three different farmers markets. Starting July 12, the Worcester Art Museum will add *Art + Market*, an alternative farmers market, to the city's market schedule. *Art + Market* will be held on Saturdays from 10am to 2pm through September 20 in the parking lot of the Trinity Lutheran Church at 73 Lancaster Street. Worcester's newest market joins the existing Regional Environmental Council's Community Farmers Market on Murray Avenue and the Canal District Farmers Market on Green Street.

According to Steve Fisher, executive director of the Regional Environmental Council, having three distinct markets in the city offers residents a unique opportunity to sample a rich variety of products, as well as neighborhoods. "Each market compliments the others. Shoppers can visit all three and have a completely different experience in each one. Summer in Worcester is truly wonderful, and shopping the farmers markets is a great way to explore Worcester and support local businesses."

"This collaborative initiative helps us celebrate our different neighborhoods, strengthen our community relationships, and bring people together to experience the best of Worcester," said Adam Rozan, director of audience engagement at the Worcester Art Museum. "What a great opportunity, for example, to explore the city by bike, riding from Green Street to Murray Avenue to the Worcester Art Museum."

Working in conjunction with the Worcester Food & Active Living Council, the three organizations have come together to cross-promote and support each of the other markets, with the goal of enhancing the city's quality of life. "Working together, we are able to create a more livable, dynamic social environment that aligns with the needs of our community," said Amy Lynn Chase of the Canal District Farmers Market. "We are excited that farm fresh produce is available seven days a week in Worcester."

Worcester Farmers Market Schedule:

Canal District Farmers' Market

Saturdays, 9am - 12pm

Thursdays, 4pm – 7 pm

Crompton Place, 138 Green Street

www.canaldistrictfarmersmarket.com

Market includes local produce, organic produce, bouquets from a local flower farm, a fish share, locally raised meats, eggs, vegan and gluten free goods, local wine, plants, sprouts, herbs, chocolates, gourmet cupcakes, homemade pasta, baked goods, goats milk soap, tea's, alpaca goods and real alpacas, candles, local handmade goods, dog treats, pre-packaged specialty items, cooking demos, maple syrup, honey, BBQ sauce, coffee, a coffee lounge, live music, yoga classes, Italian Ice, horse and wagon tours, and food trucks.

Community Farmers Market – Regional Environmental Council

Saturdays, through November 2, 10am-2pm

Fuller Family Park, 104 Murray Ave

Mondays, through October 8, 9:30am-2pm

Beaver Brook Park, 306 Chandler Street

www.recworcester.org

Shop for fresh fruits, vegetables, meats, and eggs produced on area family farms, as well as local urban farms. Enjoy live music, face-painting, and hands-on activities in the Kids' Zone. Purchases support healthy food access for everyone through their 50% off EBT/SNAP purchases program and jobs for area youth through their YouthGROW urban agriculture program.

Art + Market – Worcester Art Museum

Saturdays, 10am-2pm

Trinity Lutheran Church parking lot, 73 Lancaster Street

www.worcesterart.org

Art + Market features art, crafts, locally-grown and produced food and wine, live music, and cultural organizations. Pets are welcome in non-food areas. Free book exchange (take a book/leave a book) is held weekly. Shoppers receive up to six “WAM Buck” coupons with market purchases; coupons can be used toward admission to the Worcester Art Museum on that day. *Art + Market* is sponsored by Fallon Health United Bank; media sponsor is Worcester Magazine.

Art + Market dates and themes:

July 12 - New & Used

July 19 - Nature & Animals

July 26 - African & African American Appreciation

August 2 - LGBT/PRIDE

August 9 - Worcester Youth Groups

August 16 - Words, Books, Reading

August 23 - Health & Wellness

August 30 - Art & Architecture

September 6 - Asian & Asian American Appreciation

September 13 - Eco-Friendly

September 20 - Worcester Makes Art!

ABOUT THE WORCESTER ART MUSEUM:

Founded in 1898, the Worcester Art Museum serves Worcester and the broader region. The Museum houses an encyclopedic collection of paintings, sculpture, decorative arts, photography, prints, drawings, and new media. WAM's collection has historically been strongest in European Renaissance paintings, but with recent acquisitions and donations, like Veronese's *Venus Disarming Cupid* and the integration of the collection from the Higgins Armory Museum, it continues to diversify and expand its curatorial and programmatic offerings. Symbolized by the opening of the Salisbury Street doors in 2012, the Museum continues toward its goal of accessibility for all visitors.

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