



MEDIA ALERT

Downtown Allentown Local Food Market Launches

Aug. 19, 4 to 7 p.m. at Seventh and Hamilton Streets

- Who:** Local farms and food businesses, including Wild Fox Farm, Red Earth Farm, Gottschell Farm, Ridge Valley Farm, Nuneviller Farms, OMG Smoothies, Blue Mountain Vineyards, and Sugar So Sweet, as well as sponsor City Center Lehigh Valley and special guest Chef Damon Gundy from the Renaissance Allentown Hotel and Dime restaurant.
- What:** Will launch the Downtown Allentown Local Food Market, featuring local vegetables, cut flowers, fresh herbs, meat and poultry, maple syrup, wine, prepared foods and drinks made with local ingredients, musical performances, and community information tables. Chef Gundy will offer a cooking demonstration using ingredients from the farms participating in the market.
- When:** Kicks off Friday, August 19, 2016, from 4 to 7 p.m. and returns in 2017 every Friday from 4 to 7 p.m. between mid-May and mid-September. Chef Gundy's demo begins at 4:30 p.m. Aug. 19.
- Where:** Seventh and Hamilton streets on the plaza next to the Wells Fargo building
- Background:** Patrons can get a taste of 2017's new weekly market at the pop-up market Aug. 19. While there, they can sign up for a newsletter to get the most up-to-date information on the market and tell coordinators what they would like to see happen there in 2017.

Downtown Allentown Local Food Market Coordinator Steve Shelly of Gottschell Farm says, "Downtown Allentown has become a culturally vibrant place to live, do business and visit in the Lehigh Valley. All around the outskirts of Allentown lie established family farms and new start-up farms utilizing the rich soil the region is known for. Restaurants,



food businesses and residents in the Lehigh Valley have been increasingly taking advantage of local farm products and soon Allentown residents will have access to fresh local food right near their doorstep.”

Learn more at [Facebook.com/DowntownAllentownLocalFoodMarket](https://www.facebook.com/DowntownAllentownLocalFoodMarket)

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