

Press Release

For Immediate Release- May 16, 2005

Contacts: Jeanne Muir or Jennifer Rainey, 206-547-1008 (media only number)

New Home for the Capitol Hill Farmers Market

The Capitol Hill Farmers Market is moving in order to expand its service to three communities— Capitol Hill, Madison Park and Madison Valley. The market opens Friday, May 20th under a new name, the Madison/Capitol Hill Farmers Market. The new location, East Madison Street and 20th Avenue, will be twice the size of the previous space.

“Mount Zion Baptist Church welcomes the Madison/Capitol Hill Farmers Market to the neighborhood,” says Reverend Doctor Leslie Braxton. “We feel the Market serves community needs, especially for our seniors and moderate to low income households. It’s more accessible and affordable than most grocery stores and provides the community with a place to gather and get to know one another.”

“I’m a strong supporter of the market and think it is a very positive move for the neighborhood,” states Adrienne Bailey, Secretary of the Central Area Neighborhood District Council. “It provides expanded visibility for local businesses and supports economic development in the community.”

WHERE & WHEN

The Madison/Capitol Hill Farmers Market will be located on East Madison Street and 20th Avenue, in a grass lot by the Mount Zion Baptist Church. **Free parking will be provided.**

The Market will operate year round on Fridays between 3 and 7 p.m.

WHO

Veteran organizer and community activist Jon Hegeman and Market master Judy Kirkhuff bring 15 years of experience having founded and run two successful community-building markets in Seattle: Fremont’s Sunday Market and Ballard’s Farmers Market.

WHAT

The Madison/Capitol Hill Farmers offers fresh farm produce, eggs, natural meats, poultry, fresh fish, shellfish, cheeses, honeys, bakery goods and Washington state wines. All of the vendors produce the goods they offer.

This year the market has added local artist and handcraft vendors who produce jewelry, handmade clothing, as well as other goods.

BACKGROUNDER

The organizers bring a wealth of experience to the table to make this project a success.

- o **Judy Kirkhuff** brings natural savvy and professionalism as an urban farmer in her own right with her own “farmlet” in Ballard. Kirkhuff “speaks the language” and understands the growers’ needs from personal experience. She has run the Fremont and Ballard farmers markets now for 8 years.
- o **Jon Hegeman** founded the Fremont Sunday Market in 1990, which was the first of Seattle’s neighborhood farmers markets.

The Fremont Sunday Market is now a thriving block-long festive weekly celebration of antiques, collectibles, world imports, artisans, food, flowers and produce: a little of everything. But five seasons ago, together with Kirkhuff, the main contingent of farmers was shifted to Ballard Avenue in search of more space and its own identity as a farmers market.

There, the sister **Ballard Farmers Market** has grown and flourished into a year-round farmers market that brings up to 5000 shoppers each Sunday during peak season, making Sundays consistently the biggest day of the week for Ballard Avenue merchants.

What has evolved in both Fremont and Ballard is a European-style market place, which reflects a more inclusive vendor philosophy—such as allowing local artisans, and original crafts along side produce at Ballard. Such diversity makes the event more colorful and interesting.

PUBLIC INFO & CONTACT

Public Information Number: 206-781-6776

Location: East Madison Street and 20th Avenue

Hours: Fridays, 3 p.m. to 7 p.m.

Starts: May 20, 2005

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