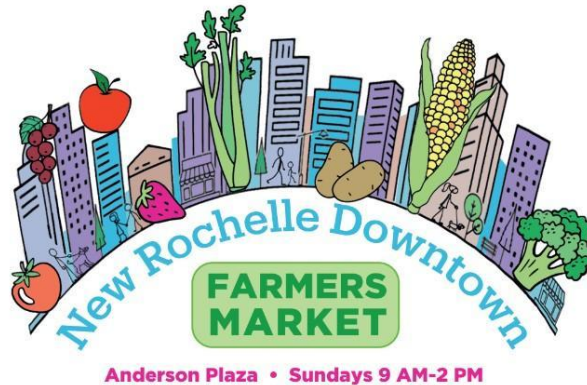


FOR IMMEDIATE RELEASE



New Rochelle Farmers Market Returns To Downtown New Rochelle at the New Anderson Plaza

New Rochelle, NY. – The New Rochelle Farmers Market will be returning to Downtown New Rochelle in a brand new location and on a new day. Beginning on June 25th, the New Rochelle Downtown Farmers Market will be held on Sundays from 9:00 am – 2:00 pm through October 29th, at the City’s just-opened and renovated Anderson Plaza (between North Avenue and Le Count Place). The New Rochelle Farmers Market in Downtown will be managed by Events To Remember, an award-winning event management and public relations firm with successful market management experience, along with the New Rochelle Downtown Business Improvement District (NRBID).

“We are excited to bring the Farmer’s Market to the beautifully renovated Anderson Plaza and look forward to welcoming residents and vendors alike to Downtown’s newest community gathering spot,” said Marc Jerome, Chairman of the New Rochelle Downtown Business Improvement District (NRBID) and President of nearby Monroe College.

“Anderson Plaza was host to New Rochelle’s Downtown Farmer’s Market for many years, so it is truly gratifying to welcome ‘back’ this new market to our beautiful new plaza. We look forward to the vibrancy this activation will bring to summer weekends,” said Kathleen Gill, City Manager, New Rochelle.

“Everyone has been asking when the long-time New Rochelle Farmers Market will be back here in Downtown—and we are happy to say “NOW!” said Karel Littman, Executive Director of the New Rochelle Downtown Business Improvement District (NRBID).

“This new location is easy to reach and has easy parking so we know people will enjoy coming to it.”

“We are excited for the return of the New Rochelle Farmers Market to Downtown and look forward to working alongside the New Rochelle Downtown BID,” said Chereese Jervis-Hill, President & CEO of Events To Remember. “The market will provide opportunities for people to shop for fresh and local produce and goods while seeing New Rochelle Downtown’s amazing transformation at the same time.”

Sponsors of this year's market include: **NewRo Community Sponsor** - Montefiore New Rochelle/Montefiore Hospital; **Community Sponsor** – Audi New Rochelle; and **Shopper & Farmer Appreciation Day Sponsor** – RXR. All of this year's Sponsors will have featured materials and programs during market hours.

The New Rochelle Farmers Market in Downtown will open on Sunday morning June 25 with a soft opening to be followed in July with a formal ribbon cutting. Throughout the market season, there will be community events with local artisans, musicians and artists along with programs that bring people together in this new Downtown gathering space. Nearby Restaurants including RocNRamen, Splendid Diner, Smoke-n-Spice, Town Pizza, Yum Ice Cream on Anderson Street, Joe Coffee at the Stella and Applebee's New Rochelle, Pinkberry, Buffalo Wild Wings at New Roc City will be open and an easy walk for people to get breakfast and lunch on Sundays. Fun places such as New Roc City Regal Cinemas, Sky Zone, Bananas Axe Cabana, GameStop, Planet Fitness and Hour to Exit Escape Games also will be accessible for additional enjoyment when people visit the new New Rochelle Farmers Market in Downtown.

For more information or to participate as a Vendor or Sponsor for this year's market, please contact (914) 218-3968, email info@newrochellefarmersmarket.com, or visit online at www.newrochellefarmersmarket.com.

About Events To Remember + PR To Remember: Events To Remember + PR To Remember (ETR + PRTR) is an event management and public relations firm focused on delivering high-quality services, which includes event planning and coordination, public relations, social media management, digital marketing, and more, designed to exceed your expectations. For more information about Events To Remember + PR To Remember, please visit their website at www.EventsRemember.com.

About New Rochelle Downtown Business Improvement District: The New Rochelle Downtown Business Improvement District (NRBID) is a nonprofit association established in 2000 of over 800 business and property owners with a prime of economic development, new business, and new investment. As part of its mission, the NRBID is also devoted to economic development, clean and safe streets and exciting downtown activities and events. To learn more about the NRBID, please visit their website at www.newrochelledowntown.com and follow @newrocdowntown on Facebook and Instagram.

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New Rochelle Farmers Market Downtown

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SOCIAL MEDIA ASSET

Every Sunday from June 25-Oct 29 Rain or Shine



SUNDAYS • 9AM TO 2PM • ANDERSON PLAZA
(between North Avenue & LeCount Place)

www.newrochellefarmersmarket.com

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For Vendor information, contact
Info@newrochellefarmersmarket.com or call (914) 218-3968