



CONTACT: SFPR (215) 627-080
Sharla Feldscher, ext. 101
Sharla@sf-pr.com
Allison Cradic, ext. 102
Allison@sf-pr.com

**Announcing...
The Bala Cynwyd Farmer's Market**

**More Greening of City Avenue Special Services District with
Fresh Produce, Eggs, Baked Goods and More**

Thursdays at the GSB Building through November

Philadelphia, PA (July 1, 2010) – CityAve has a new addition – the Bala Cynwyd Farmer's Market! The market is now open every Thursday through November from 3 to 7 p.m. in the parking lot of the GSB Building, at the intersection of Belmont Avenue and St. Asaphs Road. This is the second farmer's market in the CityAve District, with the Overbrook Farms Farmer's Market at 63rd Street operating each Saturday morning.

For the duration of the summer and autumn, farmers and vendors from the local area, such as Fruitwood Farms and Wild Flour Bakery, will take part in the Bala Cynwyd Farmer's Market. The vendors offer vegetables, fruits, eggs, meats, dairy products, fresh flowers, baked goods and much more. Each week, the products change, making it an exciting experience for shoppers always looking for a new vegetable or type of cheese to taste!

"A large portion of our constituents are employees of the many companies located along the CityAve corridor," said Terrence Foley, President and CEO of the City Avenue Special Services District. "Thanks to the Bala Cynwyd Farmer's Market, each week they will have easy access to fresh, healthy foods for their families that they can pick up on their way home from work."

The Bala Cynwyd Farmer's Market was started by a group of neighbors with a passion for fresh, seasonal, local food and a desire to support the farmers who produce it. The goal of the market is to add a valuable culinary and social addition to the neighborhood where families, farmers, chefs, and food lovers can meet. To learn more about the Bala Cynwyd Farmer's Market and find out about their vendors and products, read the weekly updates on their website at www.balacynwydfarmersmarket.weebly.com.

The City Avenue Special Services District is a collaboration between the City of Philadelphia and the Township of Lower Merion to enhance the public and private sectors of the region extending west on City Avenue from the Schuylkill Expressway to 63rd Street and Wynnewood Road. From the creation of public safety initiatives to new strategies for development, the CityAve Special Services District is the go-to organization for any individual or business interested in becoming a part of what this exciting region has to offer. For more information about the District, please call 610-747-0311 or visit www.cityave.org.

###

