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## **Overbrook Farms Farmers' Market Brings Fresh, Sustainable Produce to Neighbors in the CityAve District**

Philadelphia, PA (June 30, 2008) – A bustling Farmers' Market, full of local, farm-fresh goods, will open on 63<sup>rd</sup> Street on Saturday July 12, 2008 at 10 a.m. Partnering with The Food Trust, an organization that works to increase access to healthy food, the Overbrook Farms Farmer's Market will sell seasonal fruits and vegetables, along with fresh eggs, flowers, and specialty bread items.

The project has been in the works for 18 months and will culminate in the grand opening in two weeks. In addition to working with The Food Trust, Overbrook Farms coordinated with other local groups and sought collaboration with the City Avenue Special Services District and St. Joseph's University Food Marketing Department as part of a greater effort of bringing even more commercial vitality into the CityAve District.

Ginny Duerr, the Chair of Volunteers for the Farmers Market in Overbrook, worked with many community volunteers to jump-start the program. Through their hard work, the 63<sup>rd</sup> Street commercial corridor will sell affordable food that will bring healthful options to local families. "I've been involved with Overbrook Farms for many years," Duerr said, "and I really believe in doing things that help to build the community and make it a safer, healthier place for families to live."

Duerr is certainly not alone in her opinions. Along with the organizations that have signed on to support the Overbrook Farms Farmers' Market, several politicians also believe that it is a wonderful neighborhood institution. Mayor Michael Nutter, Congressman Bob Brady, and

Councilman Curtis Jones, Jr. have all given their support and encouragement to the new farmers' market.

Terry Foley, CityAve Special Services District President and CEO, is excited about what the farmers' market means for the CityAve District. "We are so glad to partner with Overbrook Farms and the other organizations and individuals who have been integral in making this dream a reality," Foley said. "It is important to CityAve to reach out to the community in any way that we can, and to provide access to fresh, local food is a great way to do that," he added.

Community Service Representatives (CSRs), who are CityAve bicycle patrollers, will offer their support at the farmers' market. They will be there to assist shoppers and vendors alike with services such as providing first aid, giving directions and much more. The CSRs cycle around the CityAve District from 10 a.m. to 10 p.m. Monday to Friday and 10 a.m. to 6 p.m. on Saturdays. Their hours and staff have been increased for the summer, and now their route on Saturdays will also include the 63<sup>rd</sup> Street Farmers' Market.

The Overbrook Farms Club is the country's oldest home owners' association. It was founded, along with the community for which it is named, in 1892. Since that date, the Club has worked to preserve and protect the historic fabric of the community and maintain the quality of life of its residents.

Overbrook Farms is a residential neighborhood in Philadelphia listed on the National Register of Historic Places. The neighborhood is located near the western border of the city, leading to Philadelphia's famed Main Line. At present, there are 413 buildings in Overbrook Farms, which is bounded by 58th and 66th Streets and Woodbine and City Avenues, and bisected by Lancaster Avenue.

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 63<sup>rd</sup> 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](http://www.cityave.org).

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