



CONTACT: SFPR – 215-627-0801
Sharla Feldscher, x 101 (cell 215-285-4868)
Sharla@sf-pr.com
Allison Cradic, x 102 (cell 215-285-4867)
Allison@sf-pr.com

Overbrook Farms Farmers' Market In the City Avenue Special Services District

OFFICIAL OPENING WITH RIBBON CUTTING CEREMONY



Philadelphia, PA (October 13, 2008) – The whole neighborhood lent a helping hand at the official opening of the Overbrook Farms Farmers' Market. Located in the 63rd Street Corridor in Philadelphia, the opening was signified with a ribbon cutting ceremony on October 4. Vendors provided free apples, healthy eating tips, and kid-friendly activities to everyone who attended that day. The market, a collaboration between Overbrook Farms, The Food Trust, St. Joseph's University's Food Marketing Department, and the City Avenue Special Services District, provides fresh, wholesome foods to neighbors. The market will be open through the end of October and will re-open in the spring.

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.

###